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ABSTRACT

This research is concerned with the impact of television in an area where the majority of native adults originally had a limited understanding of the language or conventions of the medium. The survey analyzed is the second measurement of a "time series" research design. Responses to an open ended questionnaire are compared to responses of an identical questionnaire used one and one-half years earlier during the initiation of the satellite broadcasting system in northern Quebec. The second questionnaire used 121 people or 92% of the original television sample and 78 people or 93% of the original non-television sample. Results indicate: (1) a 98% set availability with exposure rates up to 7.4 hours per day; (2) favorite programs were dramatic series (e.g., "Cannon," "Police Story") and the least favorite were "public affairs" shows; (3) preferred broadcast language changed from Inuktitut only to a split between Inuktitut and English; (4) a severe decline in radio listening and a slight increase in newspaper reading; (5) respondents felt television kept the children home and the family together; (6) respondents had a general gain in the understanding of international and national issues, although radio was thought equal to television as an international source and superior as a national source; (7) there were vertical mobility aspirations shifts for offspring; (8) television captured a large portion of the lives of both parents and children but is essentially irrelevant to both their deep rooted customs and environment. This study supports the recommendations for a lateral information flow among northern communities, the establishment of programming relevant to their life style, culture, and language, and the development of production centers in the north. Appendices contain the entire questionnaire and the numerical responses to both surveys. (DAG)

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DEVELOPMENTAL EFFECTS OF TELEVISION VIA SATELLITE ON CANADIAN INUIT HEADS OF HOUSEHOLD

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FOREWORD

The survey analysed in this report was undertaken during the fall of 1974 as the second measurement of a "time series" research design examining the effects of satellite relayed full service C.B.C. television on Inuit heads of household in Frobisher Bay, N.W.T. Responses generated in the television community were compared with identical surveys (except for television indices) taken in a non-television control community, Fort Chimo, in northern Quebec. Original surveys were taken one and one-half years earlier (April, 1973) during the initiation of the satellite broadcasting system to provide both baseline data for the present study and to assess the impact of the C.B.C. "Frontier Package", a four hour daily locally transmitted television "package" which had operated in the community for one year.

The successful completion of this project is due to many individuals. Sheldon O'Connell, Production Manager for the C.B.C. Northern Service was active in all phases of the original baseline survey, from the formulation of the questionnaire through to monitoring the interviews as they were undertaken. Staff members of the C.B.C. Northern Service, in particular, Elijah Menarik, Mary Otis and Aimo Nookiguak were most helpful in "debugging" the English version of the questionnaire and performing the translation into the regional dialect for administration. The interviews during the initial survey were primarily conducted by Mary Otis (C.B.C.) and Khristina Kubluk (Hall Beach) to whom much of the success of this phase of the project must be acknowledged.

During the second survey, Francine Tremblay of the Quebec Social

Services Department in Fort Chimo was instrumental in facilitating both the recruitment of local interviewers and providing assistance as the interviews were conducted. The principal interviewer, Khristina Kubluk, was joined in the control community by Fort Chimo residents Mary Kauki and Peters Saunders. In completing the second measurement in Frobisher Bay, the interviews were mainly conducted by Khristina Kubluk and Davidee Nowdluk (Frobisher Bay) who spent long hours, often in harsh conditions to complete the vital round of sampling. Finally, the participating heads of household deserve generous thanks for responding to, what must have been in many cases, difficult and puzzling questions.

Both phases of the study were supported by the Canadian Department of Communications. The administrative assistance of alternating D.O.C. officers, Dr. Garth Jowett, Andrew Cameron and Jean Guy Prince during the period is gratefully acknowledged. While acknowledging D.O.C. financial support, the views and interpretations set forth in this report remain the responsibility of the author.

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PREFACE

Aside from the importance of the technical capability experiments, the economics of information flow over vast distances and the conquering of geographic obstacles to direct communication, the implementation of satellite broadcast transmission systems has provided a "second chance" within North America to examine the cognitive and social/psychological variations accompanying television injection into previously remote communities. Unlike other case studies which have assessed the effects of "audience directed" programming in connection with the ATS-6 deployment in the Appalachian region, Rocky Mountain communities and native Alaskan villages (Bramble, Hensley and Goldstead, 1976; Cowlan and Foote, 1975; Grayson, 1974; Schramm, 1975) as well as the SITE project in India (Agrawal, 1977; Dannheiser, 1975), this research is concerned with the impact of "southern television" in an area where the majority of native adults originally had limited understanding of the language or conventions of the medium. Television in this circumstance represented a formidable break between comparative isolation and direct exposure to mainstream Canadian entertainment and information programming. It also signalled one of the potentially overwhelming factors in a list of "modern" incursions into a transitional life style.

The traditional Inuit (Eskimo) livelyhood was based on a technology and social organization that enabled successful adaptation to a harsh environment.[1] Hunting, primarily caribou, seal and whale, and fishing

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[1] See Graburn (1969) and Honigman and Honigman (1965) for elaborate discussions of traditional and transitional patterns of Inuit life style in the Eastern Arctic. As used in this study, the term traditional refers to

provided not only the standard diet but for all other basic necessities; clothing, tools, weapons, fuel, transportation vehicles and summer shelters. Survival implied a virtual nomadic existence, usually in family units, in continuous search of game. Because of the natural constraints, it is estimated that the population and fundamental mode of existence remained relatively stable for at least one and one-half millennia prior to the arrival of the Europeans.[2]

The Inuit's first contact with Europeans was through explorers attempting to negociate a "northwest passage" to the Orient in the late 16th and 17th centuries. Contact became somewhat more regular with fur trading stemming from the establishment of the Hudson's Bay Company in the 18th century. Missionaries began to arrive by the late 19th century. During the mid-20th century further incursions were effected through the establishment of DEW lines (Distant Early Warning military radar stations) where natives were employed in construction. In spite of these intrusions the basic patterns of Inuit livelyhood remained intact until the Federal Government assumed a more active role after the DEW lines were completed. The notably "transitional" period began in 1965 when a rental housing program was instituted wherein furnished accommodation was provided to Inuit families with the rent scaled to the tenant's ability to pay. The

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pre-contact with Europeans, neo-traditional to the period between first contact and the large scale settling of Inuit into relatively stationary communities and transitional as the adjustment of the life style to permanent community living (mid-sixties to the present). Interestingly, as Brody (1975) notes and as this study also suggests, the Eastern Inuit include post-contact phenomenon (Christian church, syllabic script and trapping) within their perception of the traditional life style.

[2]Evidence from the Eastern Arctic indicates that the physical structure of the contemporary Inuit dates back to about 100 B.C.

housing program in addition to a welfare system offered an appealing alternative to the severe overland life and predominantly native communities quickly appeared. At present it is estimated that only about 5% of the 17,000 Inuit in Canada pursue a nomadic existence and this number is being rapidly absorbed into permanent settlements (Quig, 1976).

The European and southern Canadian presence in the Arctic had two major consequences: introduction of new diseases and technological innovation. Traditional weapons were replaced by the rifle, dog teams by "iron dog sleds" or skidoos with boats powered by outboard motors, all of which helped to deplete game resources. Diseases such as influenza and pneumonia to which the Inuit had little or no immunity increased dependence on non-native medicine while permanent housing curtailed movement over large areas of land. Within the communications sphere, however, the transition was less dramatic prior to the advent of television. The only direct communication service from the south was short-wave radio, the quality and reliability of which were sporadic at best. With the launching of the Anik I satellite, a major link between the south and the larger Arctic centres was established.[3] In the community under study, in slightly more than ten years, a large proportion of the Inuit who were barely out of Igloos were watching the Viking I Lander on Mars in the living rooms of their southern built "pre-fab" houses.

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[3]The satellite was launched from Cape Canaveral on November 9, 1972 but direct television service did not begin in the Eastern Arctic until April, 1973. Dicks (1975) provides an excellent survey, analysis and discussion of the complete range of telecommunications services available in selected communities in the Eastern Arctic.

STUDY SETTING AND PURPOSE

The study was focused on Frobisher Bay, a community of 2300 permanent residents situated on the south-east portion of Baffin Island, approximately 1500 miles north of Montreal. The racial composition is about 30 to 40% Euro-Canadian and 60 to 70% Inuit. At the time the research was initiated, Frobisher Bay was the only centre in the Eastern Arctic to have access to television.

Television was originally introduced to the community through the C.B.C. Frontier Coverage Package, a daily four hour, 7 to 11 p.m. videotape rebroadcast service. Programs were selected and taped from regular C.B.C. network programming (with the exception of newscasts) and then shipped to and rebroadcast in the community on a two week delay basis using a local transmitter linked to a video playback machine. The "Frontier Package", inaugurated during the winter of 1972, was subsequently replaced by direct C.B.C. network service (averaging 16 hours daily) relayed by the Anik I satellite during April, 1973.

A baseline survey was undertaken in Frobisher Bay during the hiatus between the Frontier Package operation and the initiation of the full service (Coldevin, 1974, 1975a, 1976). A second round of interviews was conducted during the autumn of 1974 to assess the developmental effects of full service television after one and one-half years of satellite transmission. Heads of household were selected for the time series analysis since they represent the dominant link between the nomadic hunting and fishing culture and the contemporary relatively stationary community. The Inuit adult has also for the most part not been exposed to formal

school training presently available for native children. In line with this background a working assumption predicted that the more dramatic effects accompanying the thrust from a relatively information poor to information rich home environment would primarily accrue to parents.[4]

The surveys in the television community were contrasted with identical interviews (except for television indices) taken in a non-television "control" community. Fort Chimo, a predominantly Inuit town in northern Quebec (30 miles inland from the Arctic Ocean) was selected for this purpose to represent an essentially media isolated community having only limited access to direct communication from the south through the C.B.C. short-wave radio service. The two centres provided an excellent base for comparison of the primary variable under consideration, the effects of full service television.

While a number of additional variables were included in the fuller survey, the present discussion is concentrated on the following indices:

1) Media Availability, Exposure Patterns, Most and Least Preferred Television Programs, Projected Preferred General and Information Television Programs, Preferred Language for Television Programming;

2) Language Speaking & Comprehension Levels;

3) Information Levels with Respect to National Unit Identification;

4) Perception of Salient International, National & Local/Regional Issues;

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[4]See Coldevin (1975b, 1977) for a similar study conducted with high school students in Frobisher Bay.

5) Dominant Information Sources for International, National & Local/ Regional Issues;

6) The Relationship of Television as a Cause of and Solution to Local/ Regional Community Problems;

7) Socio-Economic Orientations with Respect to Occupational Aspirations (Head of Household, Sons & Daughters), Travel Aspirations and Evaluation of the Inuit versus Southern Canadian Life Style;

8) Leisure Time Activities.

PROCEDURES

Questionnaire Development & Administration

The questionnaire was essentially composed of open-ended questions to allow maximum latitude for response. Experienced Inuit translators were consulted in deriving the final interview protocols. During the field administration the questions were given in the regional dialect by a team of Inuit interviewers trained by the project director. The responses were then simultaneously translated into English for content coding analysis.[5]

Within the media indices section, exposure levels and timings were extracted through the "general estimate" method to include both weekdays and weekends. For program preferences, respondents were asked to name and provide a rationale for their choice of three most and least favour-

[5]For a discussion of the protocols and subtle variations from "southern" sampling procedures involved with this type of population interviewing see Coldevin (1974, pp. 12-14).

ite television programs. National unit identification levels were established through seven items concentrating on Canadian geography and political structures while international, national and local/regional issue questions focused on the identification of and ability to provide solutions to current problems. Dominant information sources for each dimension were assessed separately. The relationship of television as both a cause of and solution to local community problems was included as an additional "local/regional issue" measure.

Socio-economic orientations ranged from an evaluation of the Inuit versus southern life style (dissonance indicator) to employment mobility aspirations for the respondent and his/her children. Travel aspirations were also probed in this section. Finally, respondents were asked to indicate pursuits most engaged in when not working or hunting as a measure of predominant leisure time activities (see Appendix A for complete listing of items in the questionnaire).

The Samples

Television Community

During the baseline survey in the television community, a sampling of 131 housing units out of an approximate total of 150 was undertaken. All heads of household could not be included because of illness or seasonal absence on hunting or fishing expeditions. During the second probe, 121 or 92% of the original sample was included. The average age of respondents was between 41 and 50 years with family size averaging between 4 and 5 children per household. While 36% of the sample were supported through social welfare, 91% of those holding a job in the community were classified in blue collar occupations (Statistics Canada, 1971). Seventy-eight

percent had no formal educational training with 17% indicating some primary grade enrollment; 5% had some high school training although no one had completed high school. As for literacy levels, 2% were unable to read in any language, 84% were able to read Inuktitut only (Eskimo syllabary) and 14% in both English and Inuktitut. Those who had not attended school essentially acquired their reading proficiency through parental teaching (52%) or through the church (32%). In both cases the reading of the bible served as the basic primer since it was one of the only readily accessible publications to appear in the Eskimo syllabary.

Non-Television Community

In the non-television community a sampling of 84 dwellings out of a maximum total of 109 units was made during the original survey. During the second round, 78 or 93% of the previous sample was re-surveyed. The demographic and socio-economic composition of the community closely paralleled that of the television sample. The average age of respondents was between 41 and 50, family size averaged between 4 and 5 children and 40% were supported primarily through social welfare. Of those holding a job in the community, 94% were classified in blue collar occupations. Eighty-seven percent had no formal school training with 11% having some primary grade exposure and 2% some high school. Four percent were illiterate, 74% were able to read Inuktitut only and 22% in both Inuktitut and English. Similar to the television sample, the bulk of the reading proficiency (for those who had not attended school) was acquired through parental teaching (69%) or through the church (14%).

Statistical Analyses

National unit identification levels between the two surveys were analysed through t tests, separately for each community (pre-post test design) and for inter-sample gain score comparisons. Chi-square contingency tables were generated for sample comparisons of other pertinent variables. Significant differences were set at a minimum .05 level of confidence.

RESULTS

Media Indices

During the original survey or after one year of "partial television", 78% of Inuit housing units in the experimental community had a television set. One and one-half years later the figure had risen to a saturation level of 98% (82% Black & White and 18% Colour). The two respondents without sets of their own reported frequent viewing at neighbour's homes.

One of the more facetious comments generated during the second survey was that TV sets in native homes did not need "on/off" switches since they were continously functioning from sign-on to sign-off. Our data on exposure rates is somewhat more conservative but does indicate a high attendance ratio. During the weekdays for example, 18% of the sample indicated the set was left on all day with the average viewing time being established at 6.7 hours per day. Weekend viewing averaged 7.4 hours per day with 21% of subjects reporting that the set was left continously on. For both periods afternoon and evening viewing accounted for the majority of responses (see Appendix B, p. 58).

Favourite TV programs were primarily centred on "dramatic series" (Table 1) with "Cannon", "Police Story" and "Six Million Dollar Man" (response frequencies of 25%, 17% and 7% respectively) heading the rank ordering of individual program ratings. Conrad, in the character role of "Cannon" in particular generated a high level of empathy with the viewing audience. The rationale given for the top rating was the "action oriented nature" of the series. Interestingly, the only Inuktitut program in the weekly broadcast schedule (entitled "Tarqravut" or "Our North", a 15 minute program slotted between the Saturday night news and the late movie, featuring interviews and information items on the Arctic) garnered only 4% of favourite category responses and ranked 7th overall in individual program ratings (Table 2).[6]

Table 1

TV Program Category Ratings
(Most Preferred)

Category	Frequency	Rank Order
Dramatic Series	55%	1
Movies	10	2
Sports	8	3
Variety & Musical	8	3
Situation Comedy	7	5
Inuit Information	4	6
Documentary Films	2	7
Outdoors/Wildlife	2	7
Cartoons	2	7
Soap Opera	1	10
Public Affairs & Talk Shows	1	10

[6]Since the survey was undertaken, an additional Inuktitut program of 15 minutes duration has been added to the weekly broadcast schedule. The program is entitled, "Nunatsiakmiut" or "People from the Beautiful Land", produced in Frobisher Bay by a group of Inuit film makers and broadcast from the Toronto feed station.

Table 2

TV Program Individual Ratings
(Most Preferred - Top 10)

Program	Frequency n	%	Rank Order
Cannon	77	25	1
Police Story	54	17	2
6 Million Dollar Man	22	7	3
Beach Combers	19	6	4
NHL Hockey	15	5	5
Western Movies	14	4	6
Tarqravut	12	4	7
One Northern Summer	11	4	8
Tommy Hunter	9	3	9
Wonderful World of Disney	6	2	10
All in the Family	6	2	10

Least favourite programs were concentrated in the "public affairs and talk show" category (Table 3) with "slow pacing and lack of action" being cited as the principal reason for the poor rating. A Toronto based talk show, "Juliette and Friends", with 30% of response frequencies headed the list of individually mentioned programs (Table 4). French language programming and notably a series of Wednesday night French Movies, "Les Grands Films", also produced an unfavourable reaction. The language issue is particularly interesting in view of the initial preferred language of broadcasting in the north (Table 5). The shift toward a mix of Inuktitut and English may be reflective of the increase in English comprehension levels noted between the two surveys (See Table 8, p. 16). In this context French has clearly emerged as <u>the</u> alien "foreign" language as opposed to the predominance of both English and French in the original survey.

Table 3

TV Program Category Ratings
(Least Preferred)

Category	Frequency	Rank Order
Public Affairs & Talk Shows	66%	1
French Language	14	2
Soap Opera	5	3
Situation Comedy	3	4
Variety & Musical	3	4
Commercials	3	4
Quiz	2	7
Dramatic Series	1	8
Movies	1	8
Sports	1	8
Educational	1	8

Table 4

TV Program Individual Ratings
(Least Preferred - Top 10)

Program	Frequency n	Frequency %	Rank Order
Juliette & Friends	59	30	1
Front Page Challenge	24	12	2
Les Grands Films	20	10	3
Family Court	18	9	4
This is the Law	18	9	4
Take 30	13	7	5
The National	11	6	6
Luncheon Date	5	3	7
Marc's Grab Bag	4	2	8
Edge of Night	4	2	8
Maude	3	2	9
Music Machine	2	1	10
White Oaks of Jalna	2	1	10
Mary Tyler Moore	2	1	10
Ceilidh	2	1	10

Table 5

Preferred Main Language for TV in North

Language(s)	Survey 1	Survey 2
Inuktitut Only	93(77%)	65(51%)
Inuktitut & English	28(23)	59(49)

$X^2 = 17.25$ df = 1 $p < .001$

When asked about content preferences for general programming, in contrast to existing favourite programs, the responses were primarily centred on "Inuit Life Style and Culture" (Table 6). An increase in dramatic series garnered only a small proportion of responses (7%).

Table 6

Projected Preferred General Programming

Program Type/Content	Frequency	Rank Order
Inuit Life Style & Culture	64%	1
Programs in Inuktitut	17	2
Other Northern Communities	12	3
Increase in Dramatic Series	7	4

Similar types of responses were generated for information programming preferences (Table 7). These data therefore indicate that even though the preferred language for northern television may have shifted, the desired content is oriented toward regional topics to the exclusion of the southern "packaged" series. Whether these orientations will remain over time, however, is a moot point particularly if, assuming that relevant programming will be expanded, production standards are noticeably different from those to which the respondents are now accustomed. The

situation in communities where television has not been introduced may be an entirely different matter.

Table 7

Projected Preferred Information Programming

Program Type/Content	Frequency	Rank Order
Other Northern Communities	34%	1
Inuktitut News (Like Tarqravut)	32	2
Inuit Life Style & Culture	22	3
Programs in Inuktitut	10	4
Hunting, Fishing, Wildlife	2	5

Radio accessibility is also at a saturation level in the TV community; 98% of respondents reported having at least one receiver in their homes. Radio exposure has been considerably affected by television with 78% of subjects indicating a decline in listening following the availability of the satellite television service. Favourite radio programs are now overwhelmingly centred on "Inuit News" (95%) as opposed to a variety of categories in the original survey.

A further measure of the impact of television on competing media utilization is dramatically illustrated in the short-lived survival of the local cinema. While attendance had been influenced somewhat during the Frontier Package operation, the cinema continued to function normally (offerings changed twice during the week). When the 16 hour daily television service was introduced an appreciable decline in attendance was noted immediately. Even though feature film changes were increased to four times per week, the theatre was forced to close in May, 1974 some two months after the inception of satellite relayed broadcasting.

One medium which has remained resilient to the pervasive influence of television is "Inukshuk", a weekly bilingual newspaper (Inuktitut and English) which features local news and events. The first issue was published during February, 1973 (approximately one month prior to the inauguration of the satellite service) and initial readership figures taken during the baseline survey were established at 60% of the sample. This had grown to 85% during the second survey and indicates the viability of media directly relevant to and transmitted in the language of the native population.

In the control community, in contrast, the only media of note are radio and the cinema. Radio set ownership is also high (87% of respondents) with the CBC Northern Service (short-wave news and information service for northern regions broadcast in the native dialect) capturing almost all of the favourite program responses. Cinema attendance is also moderately strong with 61% of respondents attending once or more on a weekly basis.

Finally it should be noted that reading of the bible (one of the first publications to appear in the Inuktitut syllabary) is a frequent pastime in the control community with 80% of the sample reporting occasional to one hour daily reading. Comparable figures were advanced in the TV community during the original survey, however, 89% of respondents in the follow-up survey reported only marginal interest in bible reading.

Language Speaking and Comprehension Levels

Given the overwhelming predominance of English language programming being injected into Inuit homes (only 15 minutes of Inuktitut out of 112 hours of television programming per week), it was assumed that the language proficiency levels would be appreciably changed during the course of the two surveys. Table 8 demonstrates the linguistic potency of television and in particular the significant rise in English comprehension levels (gain of 18%). The slight gain in English comprehension levels in the control community is attributed to an increase in government administrative and social service personnel and services during the preceding year.

Table 8

Language(s) Spoken and Understood

	Non-TV Community		TV Community	
	Language(s) Spoken			
	Survey 1	Survey 2	Survey 1	Survey 2
Inuktitut Only	56(72%)	56(72%)	94(78%)	82(68%)
Inuktitut & English	22(28)	22(28)	27(22)	39(32)
	NSD		$X^2 = 3.00$	NSD
	Language(s) Understood			
Inuktitut Only	48(62%)	44(56%)	87(72%)	65(54%)
Inuktitut & English	30(38)	34(44)	34(28)	56(46)
	$X^2 = .95$	NSD	$X^2 = 8.56$	$p < .01$

National Unit Identification Levels

National unit identification levels were concentrated on the following items: The Prime Minister of Canada, ten provinces, four major political parties, leader of the official oposition party, capital city and two official languages (English and French). Out of a total possible score of 19, Table 9 indicates the inter-sample mean score comparisons.

Table 9

National Unit Identification Mean Score Comparisons

Sample	Survey 1	Survey 2	t
Television	2.88	4.38	4.22[a]
Non-Television	3.12	3.46	1.93[b]

[a] df = 120 $p < .001$

[b] df = 77 NSD

The gain between the two surveys averaged 2% in the non-television community as opposed to 8% for the TV sample. When subjected to a t test, the inter-sample gain score comparisons were significant ($t = 2.47$, $df = 197$, $p < .02$). The larger shifts in the television community (averaging 20% each) were registered in the accurate identification of the Prime Minister and the capital city, both of which were frequent newscast items, and the two official languages. In the latter index the gain was primarily in the substitution of French for Inuktitut as the "other" official language (82% of respondents were able to name English during the original survey), with the increase being principally derived from frequent exposure to French language programming (cf. Least Preferred TV Program Ratings, pp. 11-12).

International Issues

Highly significant differences were detected in the ability of the two samples to identify international issues (Table 10). The mean shift in the television community between the two surveys rose by 27% as opposed to a decrease of 4% in the control community. The feeling of inadequacy to respond to the framework of the question among a large portion of the non-television sample reflects the power of television to foster internalization of a former relatively abstruse concept. Television respondents also demonstrated a significant gain in the identification of geographic regions where internal conflict or war had occurred during the previous year.

Table 10

Identification of Salient International Issues

	No Response/ Don't Know	Feel Unqualified to Respond	Local or Uniquely National Issues Identified	International Issues Identified
		TV Sample		
Survey 1	54(44%)	13(11%)	15(13%)	39(32%)
Survey 2	18(15)	2(1)	30(25)	71(59)
$\chi^2 = 40.38$ df = 3 $p < .001$				
		Non-TV Sample		
Survey 1	27(35%)	23(29%)	9(12%)	19(24%)
Survey 2	17(22)	23(29)	23(29)	15(20)
$\chi^2 = 8.87$ df = 3 $p < .05$				

National Issues

Significant differences were also detected between the two samples in the identification of salient national issues (Table 11). In this case the enumeration of issues increased by 52% in the television community as opposed to 6% in the control sample. The major issue identified by the television sample was inflation (42%) and reflects similar orientations in the south by polls taken during the same period.

Table 11

Identification of Salient National Issues

	No Response/ Don't Know	Uniquely Local Issues Identified	National Issues Identified
		TV Sample	
Survey 1	74(61%)	33(27%)	14(12%)
Survey 2	13(11)	31(25)	77(64)
$X^2 = 86.45$ df = 2 $p < .001$			
		Non-TV Sample	
Survey 1	19(24%)	41(53%)	18(23%)
Survey 2	35(45)	20(26)	23(29)
$X^2 = 12.58$ df = 2 $p < .01$			

Television respondents were also better able to suggest solutions to problems put forth (Table 12) although the bulk of responses (91%) centred around Federal Government initiative. This trend again reflects similar feelings in the south during the period.

Table 12

Solutions to Salient Canadian Problems

	Not Applicable	Solutions Proposed	No Solutions Proposed
		TV Sample	
Survey 1	107(89%)	4(3%)	10(8%)
Survey 2	44(36)	56(47)	21(17)
$X^2 = 75.25$ df = 2 $p < .001$			
		Non-TV Sample	
Survey 1	60(77%)	3(4%)	15(19%)
Survey 2	55(71)	15(19)	8(10)
$X^2 = 10.35$ df = 2 $p < .01$			

Local/Regional Issues

The primary local problem identified in both communities was alcoholism. Of interest to this study was the propensity of the TV sample to identify solutions to the problem(s) enumerated (Table 13).

Table 13

Solutions to Community Problems

	Solutions Proposed	No Solutions Proposed
	TV Sample	
Survey 1	72(59%)	49(41%)
Survey 2	115(95)	6(5)
$X^2 = 43.51$ df = 1 $p < .001$		
	Non-TV Sample	
Survey 1	44(56%)	34(44%)
Survey 2	41(53)	37(47)
$X^2 = .23$ df = 1 NSD		

Of even more interest is that having identified the major community problem (alcoholism) and proposed potential directives toward its solution (Federal Government and collective native initiative toward closing liquor outlets - see Appendix B, p. 72), the Frobisher Bay Council during April, 1976 asked that the liquor store be closed and the government complied.

Television respondents were also asked if they thought that 1) television had caused or contributed to community problems and 2) television had or could solve community problems? The specific responses were light on the first question. Ninety-five percent of the sample thought that television had not contributed to the detriment of the community or to their personal lives. Of those with positive responses, one person suggested that children were staying up too late at night (until sign-off), two implied that the men were not hunting or fishing as often (due to television viewing) and three respondents thought that violent acts among children had increased through emulation of television heroes.[7]

The second question produced a higher yield. While 35% of the sample thought that television had not or could not help solve community or personal problems, those with positive reactions toward the way television had proven beneficial felt that 1) children stayed home more and parents knew where they were (23%), 2) the men also stayed home more rather than going out to drink with their friends (19%) and, 3) residents were "bored" before television arrived (5%). In suggesting ways that television could help, respondents noted that more information could be provided on the

[7] The latter suggestion was confirmed in private conversations with the physical education instructor in the high school who noted that rough play, fighting and tripping were an almost immediate manifestation in hockey games following the introduction of full service television and notably "Hockey Night in Canada".

north (23%) and education could be provided on the effects of alcohol (1%). Similar responses to these types of questions were noted in a survey by the Inuit Tapirisat during 1976 (see "A Special Communications Report", Inuit Today, July/August, 1976) and in projected reactions to television in Lake Harbour by Valaskakis (1975).

Dominant Information Sources

In assessing the importance of television in relation to other extant information sources, respondents were asked to name the one most important source in replying to the various levels of questionning. Table 14 shows that while television was ranked nearly at par with radio as the dominant source(s) for international cognitions (48% and 47% respectively), radio received the bulk of attention for national unit/issue identification (80% of responses). The perceived importance of radio in both instances is derived from "Inuit News" which still commands a large listening audience (cf. favourite radio programs, p. 14). Since the basic radio format had not changed over the survey period and given the overall decline in radio exposure after the introduction of the satellite TV service, it is suggested that the "incidental effects" of television are operational here even though the increased awareness is not readily attributed to the medium. Television in this context is primarily viewed as entertainment in spite of highly significant spin-off cognitive affects.

The sustained adherence to radio for both international and national cognitions is particularly notable in the responses generated by the control sample. For both dimensions the CBC Northern Service is the major conveyor of information.

Table 14

Dominant International/National Information Sources

International Cognitions			National Cognitions		
Source	Frequency	Rank Order	Source	Frequency	Rank Order
		TV Sample			
Television	48%	1	Radio	80%	1
Radio	47	2	Television	14	2
Church	2	3	Inuit Association	3	3
Store	1	4			
Government Worker(s)	1	4	Government Worker(s)	2	4
Neighbours	1	4	Church	1	5
		Non-TV Sample			
Radio	86%	1	Radio	79%	1
Neighbours	6	2	Neighbours	9	2
Store	3	3	Inuit Association	5	3
Press	3	3			
Church	1	5	Church	5	3
Government Worker(s)	1	5	Family	1	5
			Press	1	5

Table 15 shows the information sources considered most important for local/regional information and decision making. The dominance of "locally originated" radio is particularly stressed in the TV community with the bulk of relevant content deriving from "Inuktitut News". The adherence to more traditional sources such as neighbours and the Inuit Association in the control community on the other hand provides a sharp contrast to the TV community's reliance on electronic media sources.

An interesting departure from generally available sources in northern communities is the "code-a-phone" in Fort Chimo which consists of recorded messages (essentially community news, events and weather) which are accessed by telephone. The service was initiated by the Quebec Social

Services Department during the period between the two surveys and appears to be a marked success, one which might be adopted in other similar communities.

Table 15

Dominant Local/Regional Information Sources

Source	Frequency	Rank Order
	TV Sample	
Radio	91%	1
Press	2	2
Government Worker(s)	2	2
Inuit Association	2	2
Church	1	5
Neighbours	1	5
	Non-TV Sample	
Neighbours	51%	1
Code-a-Phone	22	2
Inuit Association	19	3
Church	5	4
Family	3	5

Socio-Economic Orientations

Significant differences were detected in inter-sample comparisons on all socio-economic indicators albeit not always in the direction anticipated. In the first instance, television respondents were more able to project preferred employment roles, although the shift was essentially one from a lack of orientation to either adherence to current occupations or toward lateral mobility positions (Table 16). More in keeping with expected effects from sustained television exposure, vertical mobility

aspiration shifts for offspring and in particular, sons, were conspicuously higher in the television community in comparison with the control sample (Table 17). These orientations were primarily Arctic based, however, since only 16% of the TV sample opted for a "southern destination" as the preferred working location for their offspring.

Table 16

Occupational Aspirations - Head of Household

	No Idea	Present Occupation or Lateral Mobility	Vertical Mobility
		TV Sample	
Survey 1	28(23%)	89(74%)	4(3%)
Survey 2	1(1)	115(95)	5(4)
$X^2 = 28.56$ df = 2 $p < .001$			
		Non-TV Sample	
Survey 1	23(30%)	51(65%)	4(5%)
Survey 2	15(19)	59(76)	4(5)
$X^2 = 2.57$ df = 2 NSD			

Table 17

Projected Employment Aspirations for Offspring

	Not Applicable	No Specific Role Mentioned	Lateral Mobility	Vertical Mobility
		Sons - TV Sample[a]		
Survey 1	18(15%)	60(50%)	30(25%)	13(10%)
Survey 2	18(15)	59(49)	14(11)	30(25)
$X^2 = 12.55$ df = 3 $p < .01$				
		Sons - Non-TV Sample[a]		
Survey 1	14(17%)	55(71%)	6(8%)	3(4%)
Survey 2	14(17)	50(64)	6(8)	8(10)
$X^2 = 2.51$ df = 3 NSD				
		Daughters - TV Sample[b]		
Survey 1	16(13%)	61(50%)	7(6%)	37(31%)
Survey 2	16(13)	55(46)	2(1)	48(40)
$X^2 = 4.51$ df = 3 NSD				
		Daughters - Non-TV Sample[b]		
Survey 1	21(27%)	49(62%)	6(8%)	2(3%)
Survey 2	21(27)	48(62)	4(5)	5(6)
$X^2 = 1.70$ df = 3 NSD				

[a]Lateral and vertical mobility indices are in relation to father's current occupational role. Not Applicable category is scaled to original survey.

[b]Lateral and vertical mobility indices are in relation to mother's current occupational role. Not Applicable category is scaled to original survey.

Travel aspirations also changed significantly. While those of the control community did not vary appreciably, the television sample essentially changed their initial orientation from either remaining at home or a southern destination to travel to other Arctic communities (Table 18). The lure of the south as projected on television thus seems to be marginal in terms of inducing "extra-Arctic" travel aspirations.

Table 18

Travel Aspirations

	Prefer to Remain at Home	Other Arctic Communities	Southern Canada	Outside Canada
		TV Sample		
Survey 1	29(24%)	70(58%)	18(15%)	4(3%)
Survey 2	2(1)	111(93)	5(4)	3(2)

$X^2 = 40.29$ df = 3 $p < .001$

		Non-TV Sample		
Survey 1	21(27%)	46(59%)	10(13%)	1(1%)
Survey 2	16(21)	49(63)	12(15)	1(1)

$X^2 = .95$ df = 3 NSD

In a related manner, exposure to television has also apparently not introduced a "dissonance" factor with regard to rating of the Inuit versus southern life style (Table 19). Television respondents were prone to suggesting that no differences existed between the two life styles, particularly since similar problems were extant in both locations (32%) as well as the same modern conveniences and notably television (32%).

The control sample's reasoning for the lack of perceived differences on the other hand was centred on an idealistic "We all all human beings" concept (77%) deriving from the influence of the church in the community.

Table 19

Rating of the Inuit vs. Southern Life Style

	No Response/ Don't Know	Inuit Better	Inuit Inferior	No Difference
		TV Sample		
Survey 1	40(33%)	12(10%)	9(7%)	60(50%)
Survey 2	1(1)	14(12)	14(12)	92(75)
$X^2 = 45.08$ df = 3 $p < .001$				
		Non-TV Sample		
Survey 1	7(9%)	5(6%)	2(3%)	64(82%)
Survey 2	6(8)	9(12)	2(3)	60(77)
$X^2 = 1.34$ df = 3 NSD				

Leisure Time Activities

Table 20 indicates the incursion of television into "traditional" leisure patterns of the Inuit community. It should be emphasized that the predominant adherence to television viewing (79%) is taken up at the expense of radio listening, hobbies, bible reading and visiting neighbours (as well as the closing of the cinema), either or all of which were principal activities prior to the introduction of televsion.

Table 20

Leisure Time Activities

	TV Sample		Non-TV Sample	
Activity	Frequency	Rank Order	Frequency	Rank Order
Watching Television	79%	1		
Listening to Radio	18	2	42%	1
Reading Bible/Books	1	3	30	2
Engaging in Hobbies	1	3	15	3
Visiting Neighbours	0	-	7	4
Reading Press	1	3	6	5

CONCLUSIONS AND DISCUSSION

In advance of presenting general conclusions, it is useful to bear in mind the relatively limited history of television in Frobisher Bay and the "short term impact" nature of the variables included in this report. Nevertheless, as a first study of this type the data provide useful indicators for communication policy decisions with regard to both television saturated communities and more "traditional" settlements where the medium has not yet penetrated. Equally important, the data generated here will serve as uniquely valuable source material for future probes in the presently planned intermediate and long term effects "time series" research design.

In consolidating the results the following summary statements seem warranted:

1) The saturation of television in the experimental community was revealed in 98% set availability (82% black and white and 18% colour). High exposure rates were recorded for both weekday (average of 6.7 hours daily) and weekend (daily average of 7.4 hours) viewing. An average of 20% of respondents reported that the set was left on all day forming a constant backdrop similar to the way radio was utilized previously (in many instances both media function simultaneously).

2) Favourite TV programs were centred on dramatic series with "Cannon", "Police Story" and "6 Million Dollar Man" heading the rank ordering of individually preferred programs. "Tarqravut" or "Our North", the only Inuktitut program broadcast during the survey period ranked 7th in overall program ratings. Least favourite programs were primarily in

the "Public Affairs and Talk Show" category with a Toronto based talk show, "Juliette and Friends" heading the list of individually mentioned programs.

3) Projected preferred general and information programming, in contrast, revolved around regional topics such as "Inuit life style and culture" and "other northern communities". Interestingly, however, the preferred language for northern broadcasting shifted from a predominance of Inuktitut only in the original survey to a split between Inuktitut and Inuktitut and English during the second measurement. This orientation was correlated with a significant rise in English comprehension levels between the two surveys.

4) The incursion of television into previous media utilization was noted in a severe decline in radio listening, bible reading and particularly in the closing of the once thriving cinema some two months after the introduction of full service television. The readership of a local bilingual newspaper, however, increased during the period.

5) The vast majority of TV respondents felt that television had not caused or contributed to community problems. Rather, the general feeling was that television kept the children home more and the family together in the evening. An appreciable number of respondents (23%), however, suggested that television could be of greater benefit if more information were provided on the north.

6) Differences among the television and control samples were discernable throughout the majority of inter-sample variable comparisons. Television subjects demonstrated a significantly greater gain in national

unit identification levels (Canadian geography and political structures) and in the enumeration of salient international and national issues. TV respondents were also better able to propose solutions to international, national and local/regional problems put forth. Interestingly, while both international and national knowledge levels increased significantly, the TV sample rated television nearly at par with radio in relation to dominant international sources, and radio as vastly superior to television for national cognitions. Televsion is therefore primarily regarded as an entertainment medium in spite of highly significant spin-off cognitive affects.

7) Within the socio-economic indicators, in comparison with the control sample, TV respondents were better able to project gainful employment roles, although the shift was essentially from a lack of orientation to either current or lateral mobility positions. More prominent were the significant vertical mobility aspiration shifts for offspring and in particular, sons, among television respondents. Travel aspirations also changed significantly in the TV community between the two surveys, not toward the south as might be anticipated, but for the most part toward other Arctic communities. In a related manner television has apparently not introduced a "dissonance factor" in relation to the projected "good life" in the south. Television respondents were prone to suggesting that no differences were evident between the two life styles since the same problems were extant in both locations as well as the same modern conveniences and notably television.

8) The final measure of leisure time activities demonstrated the

prominence of television in Inuit households. Almost four-fifths of the sample indicated that television viewing was the primary leisure activity, an antecedent which substantiated the major findings in the study.

On the whole it can be concluded that television has afforded a powerful window on the world and the nation but at the same time has not introduced an element of cognitive dissonance with regard to the Inuit adult's interpretation of his own transitional life style and related orientations. The head of household in this study appears to be very conscious of his recent "Arctic plainsman" past and his personal reaction to change is couched in a nostalgic remembrance of a way of life which in all probability will never again be realized.

The more critical social/psychological effects of television appear levelled toward Inuit children (Coldevin, 1975b).[8] They may be termed the true "modern" generation and in relation to parents their segregation with the past is readily apparent. English has become the "acceptable" peer group language, television the primary out-of-school activity (children of any age will watch until sign-off), and the south is emerging as the preferred working location. Unfortunately, the bulk of the present programming does not provide a structure for realistically coping with the south or conversely, a revitalization of neo-traditional patterns in the northern life style. And given the "entertainment entrenchment", it may be difficult to introduce educational television as a compelling

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[8]See also Caron (1977) for an interesting comparison of settlement Inuit children's "cultural images of their own and other groups" after exposure to a television series stressing international cultures versus a series emphasizing the traditional Inuit heritage.

alternative. In short, television has captured a large portion of the lives of both Inuit parents and children but is for the most part irrelevant to both their deep rooted customs and environment. As such it can only hasten the cultural replacement process while coincidentally raising aspiration levels which under the circumstances hold limited promise of fulfillment.

Television in the context under study thus appears eminently qualified to serve as an alien culture socialization agent. Assuming that it is desirable to stem this process, this study supports previous general recommendations such as the need for lateral information flow among northern communities, the establishment of television programming relevant to the life style, culture and language of the native northerners through the creation of training and resource centres (Valaskakis, 1975), and/or the development of production centres in the north controlled and operated by northerners (Curley, 1976). It does caution, however, that the climate for community television in Frobisher Bay may be far different from that existing in settlements where C.B.C. television has not been introduced. If community television is to successfully compete with existing programming and hold a substantial portion of its intended audience in Frobisher Bay (and other centres where full service television is operational), the production techniques employed may have to approach the relatively sophisticated level to which this "television literate" audience is now accustomed. A variety of experimentation may therefore be required to accommodate the desired mix of entertainment and information/education programming.

If, on the other hand, acculturation to "main stream" Canada is considered expedient, the present television input to native communities should greatly accelerate the process. The Inuit Tapirisat of Canada sharply disagrees with this trend and an appropriate footnote to this study is provided by Curley[9] (1976, p. 6).

> "No one will quarrel with the contention that television is a source of learning. Right now that tremendous potential is being wasted. The 'boob tube', as I am told it is called down here, is being used for mindless entertainment, often of a viscious and unnatural kind. What educational programs there are are buried in the programming schedule and shown during hours when few people are watching. This must change.
>
> We do not want to wait until television has been in our homes for a quarter of a century before we try to stop this misuse of a potentially valuable tool."

---

[9]Immediate Past President of the Inuit Tapirisat of Canada.

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APPENDIX A

THE QUESTIONNAIRES

QUESTIONNAIRE NO. 2 - ESKIMO HEAD'S OF HOUSEHOLDS - FROBISHER BAY

WE WOULD LIKE TO HAVE YOUR OPINION ON SOME QUESTIONS WHICH WE THINK WILL BE INTERESTING TO YOU. THERE ARE NO RIGHT OR WRONG ANSWERS TO THE MAJORITY OF THESE QUESTIONS. RATHER WHAT YOU THINK ARE THE RIGHT ANSWERS IS IMPORTANT. YOUR NAME WILL NOT BE USED IN ANY WAY AND ALL ANSWERS THAT YOU GIVE WILL BE HELD IN CONFIDENCE. PLEASE TRY TO ANSWER ALL QUESTIONS AS COMPLETELY AS YOU CAN.

MALE _____ FEMALE _____ NAME _____

HOUSE NUMBER _____ DISC NUMBER _____

I. 1. Do you have a television set in your home? _____

Black & White? _____ Colour? _____

2. How often (number of hours) do you watch television each day during the week (Monday - Friday)?

_____

3. What time of day (morning - afternoon - evening) do you usually watch television during the week (Monday - Friday)?

_____

4. How often (number of hours) do you watch television each day during the weekend (Saturday - Sunday)?

_____

5. What time of day (morning - afternoon - evening) do you usually watch television on weekends (Saturday - Sunday)?

_____

6. What are your three most favourite television programs?

First _____

Second _____

Third _____

7. Why are these your favourite programs?

_____

_____

8. What three programs do you like the least?

First _____

Second _____

Third _____

9. Why are these your least favourite programs?

_____

_____

10. What kinds of programs would you like to see or television?

_____

_____

11. What do you think should be the main language of television in the north?

_____

12. What kinds of information programs would you like to see on television?

_____

_____

II. 1. Who is the most important person that you can think of?

_____

2. What was the most important event during the past year that you can remember?

_____

3. Who do you think is the Prime Minister of Canada?

_____

4. How many provinces do you think there are in Canada?

_____

5. How many provinces can you name? (Please write down names supplied by respondent)

_____

6. What do you think are the names of the four main political parties in the Canadian Government? (Please write down names supplied)

_____

7. Do you know the name of the leader of the party in opposition in the Canadian Government? (Please write down name(s) supplied)

_____

8. What is the name of the capital city in Canada?

_____

9. What is the name of the capital city in the North West Territories?

_____

10. What do you think are the two main languages in Canada?

_____

III.1. What do you think are the main problems in the world today?

_____

_____

2. Do you think that it is possible to solve these problems? (Ask only if above question has been answered)

_____

3. What do you think is the best way to solve these problems? (Ask only if above questions have been answered)

_____

_____

4. Who is the most important international (world) person that you can think of?

_____

5. Can you name any countries where fighting or wars went on during the past year?

_____

6. In getting information and news about what is happening in the world, which one of the following sources have you found to be the most important? (INTERVIEWER - PLEASE LIST ALL THE SOURCES BELOW. ASK THE RESPONDENT WHICH ONE OF THESE HE CONSIDERS TO BE THE MOST IMPORTANT. REPEAT THE LISTING OF SOURCES IF HE DOES NOT REMEMBER OR IS NOT CLEAR ABOUT THE SOURCES. PLEASE PUT A CHECK BESIDE THE ONE SOURCE THE RESPONDENT NAMES).

_____Neighbours	_____Television	_____Government Worker(s)
_____Radio	_____Movies	_____Store
_____Family	_____Newspapers:Magazines	_____Association(s)
_____Church	_____Teacher(s)	

_____Other Sources (Please be sure these are named)

_____

7. Which of these sources do you think is most often correct (consider to be the most trustworthy) when you get information and news about what is happening in the world? (PLEASE LIST ALL SOURCES AGAIN. PUT A CHECK BESIDE THE ONE SOURCE THE RESPONDENT NAMES).

_____Neighbours	_____Television	_____Government Worker(s)
_____Radio	_____Movies	_____Store
_____Family	_____Newspapers:Magazines	_____Association(s)
_____Church	_____Teacher(s)	

_____Other Sources (Please be sure these are named)

_____

8. What do you think are the main problems in Canada at the present time?

_____

_____

9. What do you think is the best way to solve these problems? (Ask only if the previous question has been answered).

_____

10. Who is the most important Canadian person that you can think of?

_____

11. In getting information and news about what is happening in Canada, which one of the following sources have you found to be the most important? (PLEASE LIST ALL SOURCES. PUT A CHECK BESIDE THE ONE SOURCE THE RESPONDENT NAMES).

_____Neighbours	_____Television	_____Government Worker(s)
_____Radio	_____Movies	_____Store
_____Family	_____Newspapers:Magazines	_____Association(s)
_____Church	_____Teacher(s)	

_____Other Sources (Please be sure these are named)

_____

12. Which of these sources do you think is most often correct (consider to be the most trustworthy) when you get information and news about what is happening in Canada? (PLEASE LIST ALL SOURCES AGAIN. PUT A CHECK BESIDE THE ONE SOURCE THE RESPONDENT NAMES).

_____Neighbours	_____Television	_____Government Worker(s)
_____Radio	_____Movies	_____Store
_____Family	_____Newspapers:Magazines	_____Association(s)
_____Church	_____Teacher(s)	

_____Other Sources (Please be sure these are named)

_____

13. What do you think are the main problems in your community?

_____

14. Are there any other problems that you can think of?

_____

15. What do you think is the best way to solve these problems?

_____

16. Anything else?

_____

_____

17. In getting information and news about what is happening in your own community, which one of the following sources have you found to be the most important? (PLEASE LIST ALL SOURCES. PUT A CHECK BESIDE THE ONE SOURCE THE RESPONDENT NAMES).

_____Neighbours	_____Television	_____Government Worker(s)
_____Radio	_____Movies	_____Store
_____Family	_____Newspapers:Magazines	_____Association(s)
_____Church	_____Teacher(s)	

_____Other Sources (Please be sure these are named)

_____

18. Which of these sources do think is most often correct (consider to be the the most trustworthy) when you get information and news about what is happening in your own community? (PLEASE LIST ALL SOURCES AGAIN. PUT A CHECK BESIDE THE ONE SOURCE THE RESPONDENT NAMES).

_____Neighbours	_____Television	_____Government Worker(s)
_____Radio	_____Movies	_____Store
_____Family	_____Newspapers:Magazines	_____Association(s)
_____Church	_____Teacher(s)	

_____Other Sources (Please be sure these are named)

_____

19. Do you think that television is responsible for any of the main problems in your community?

_____

If YES, which problems? _____

_____

20. Do you think television has helped or could help to solve some of the main problems in your community?

_____

If YES, which problems? _____

_____

IV. 1. What do you think would be the most interesting job to have?

_____

2. What do you think would be the most interesting job for your children to have? (IF CHILDREN ARE YOUNG, PLEASE ASK, "WHAT DO YOU THINK WOULD BE THE MOST INTERESTING JOB FOR YOUR CHILDREN TO HAVE WHEN THEY ARE READY TO GO TO WORK?" PLEASE BE SURE TO ASK THESE QUESTIONS SEPARATELY FOR SONS AND DAUGHTERS).

SONS _____

DAUGHTERS _____

3. In what ways do you think the Eskimo people are different from other people in Canada who live in the south?

_____

4. How would you rate your way of life with the life of other people in Canada who live in the south?

_____Better _____Worse _____No Different

5. Why do you think that your life is (Better; Worse; No Different) than the life of other people in Canada who live in the south?

_____

6. If there were some ways in which you could change the way you live, what would these be?

_____

7. What places would you most like to travel to?

_____

8. Did you vote during the last Federal election?

_____

9. How did you first find out that an election was going to be held? (Please ask the respondent to specify one main source).

_____

V. 1. Do you have a radio in your house? _____

2. How often do you listen to the radio (number of hours per day)?

_____

3. Do you listen to the radio as often now as before all day television came to your community?

_____

4. What kinds of radio programs do you listen to?

_____

5. How often do you go to see a show? - NUMBER OF TIMES PER WEEK

_____

6. Do you go to see shows as often now as before all day television came to your community?

_____

7. Do you read any newspapers or magazines?

_____

8. Which one(s)?

_____Inukshuk

_____Inuit Monthly

_____Other (Please write down which one(s)

_____

9. How often do you read newspapers and magazines?

Inukshuk _____

Inuit Monthly _____

Other(s) _____

10. Do you spend any time reading books or the bible during the day or evening?

_____Books _____Bible _____Both

11. Do you spend as much time reading books and the bible now as before all day television came to your community?

_____

12. When you are not working or hunting, which of the following do you do most often for enjoyment? (PLEASE BE SURE TO STRESS MOST OFTEN WHEN YOU LIST THE ACTIVITIES BELOW. PLACE A CHECK BESIDE THE CHOICE THE RESPONDENT MAKES).

_____Read Books

_____Read Newspapers or Magazines

_____Listen to the Radio

_____Go to see a Show

_____Watch Television

VI. 1. Have you travelled down south this year?

_____Yes _____No

If YES, HOSPITAL? _____ or ELSEWHERE? _____

If OTHER THAN HOSPITAL, WHERE?

_____

2. What languages do you speak? _____

3. What languages do you understand? _____

4. What languages do you read in? _____

5. How did you learn to read?

_____

PLEASE THANK THE RESPONDENT AGAIN FOR HIS OR HER KIND COOPERATION. PRESENT THE ESKIMO SYLLABARY PEN AS A SMALL TOKEN OF OUR APPRECIATION.

QUESTIONNAIRE NO. 2 - ESKIMO HEAD'S OF HOUSEHOLDS - FORT CHIMO

WE WOULD LIKE TO HAVE YOUR OPINION ON SOME QUESTIONS WHICH WE THINK WILL BE INTERESTING TO YOU. THERE ARE NO RIGHT OR WRONG ANSWERS TO THE MAJORITY OF THESE QUESTIONS. RATHER WHAT YOU THINK ARE THE RIGHT ANSWERS IS IMPORTANT. YOUR NAME WILL NOT BE USED IN ANY WAY AND ALL ANSWERS THAT YOU GIVE WILL BE HELD IN CONFIDENCE. PLEASE TRY TO ANSWER ALL QUESTIONS AS COMPLETELY AS YOU CAN.

MALE _____ FEMALE _____ NAME _____

HOUSE NUMBER _____ DISC NUMBER _____

I. 1. Who is the most important person that you can think of?

_____

2. What was the most important event during the past year that you can remember?

_____

3. Who do you think is the Prime Minister of Canada?

_____

4. How many provinces do you think there are in Canada?

_____

5. How many provinces can you name? (Please write down names supplied by respondent)

_____

6. What do you think are the names of the four main political parties in the Canadian Government? (Please write down names supplied)

_____

7. Do you know the name of the leader of the party in opposition in the Canadian Government? (Please write down name(s) supplied).

_____

8. What is the name of the capital city in Canada?

_____

9. What is the name of the capital city in the province of Quebec?

_____

10. What do you think are the two main languages in Canada?

_____

II. 1. What do you think are the main problems in the world today?

_____

2. Do you think that it is possible to solve these problems? (Ask only if above question has been answered).

_____

3. What do you think is the best way to solve these problems? (Ask only if above questions have been answered).

_____

4. Who is the most important international (World) person that you can think of?

_____

5. Can you name any countries where fighting or wars went on during the past year?

_____

6. In getting information and news about what is happening in the world, which one of the following sources have you found to be the most important? (INTERVIEWER - PLEASE LIST ALL THE SOURCES BELOW. ASK THE RESPONDENT WHICH ONE OF THESE HE CONSIDERS TO BE THE MOST IMPORTANT. REPEAT THE LISTING OF SOURCES IF HE DOES NOT REMEMBER OR IS NOT CLEAR ABOUT THE SOURCES. PLEASE PUT A CHECK BESIDE THE ONE SOURCE THE RESPONDENT NAMES).

_____ Neighbours	_____ Movies	_____ Store
_____ Radio	_____ Newspapers:Magazines	_____ Association(s)
_____ Family	_____ Teacher(s)	
_____ Church	_____ Government Worker(s)	

_____ Other Sources (Please be sure these are named)

_____

7. Which of these sources do you think is most often correct (consider to be the most trustworthy) when you get information and news about what is happening in the world? (PLEASE LIST ALL SOURCES AGAIN. PUT A CHECK BESIDE THE ONE SOURCE THE RESPONDENT NAMES).

_____ Neighbours	_____ Movies	_____ Store
_____ Radio	_____ Newspapers:Magazines	_____ Association(s)
_____ Family	_____ Teacher(s)	
_____ Church	_____ Government Worker(s)	

_____ Other Sources (Please be sure these are named)

_____

8. What do you think are the main problems in Canada at the present time?

_____

9. What do you think is the best way to solve these problems? (Ask only if the above question is answered)

_____

10. Who is the most important Canadian person that you can think of?

_____

11. In getting information and news about what is happening in Canada, which one of the following sources have you found to be the most important? (PLEASE LIST ALL SOURCES. PUT A CHECK BESIDE THE ONE SOURCE THE RESPONDENT NAMES).

_____ Neighbours	_____ Movies	_____ Store
_____ Radio	_____ Newspapers:Magazines	_____ Association(s)
_____ Family	_____ Teacher(s)	
_____ Church	_____ Government Worker(s)	

_____ Other Sources (Please be sure these are named)

_____

12. Which of these sources do you think is most often correct (consider to be the most trustworthy) when you get information and news about what is happening in Canada? (PLEASE LIST ALL SOURCES AGAIN. PUT A CHECK BESIDE THE ONE SOURCE THE RESPONDENT NAMES).

_____ Neighbours	_____ Movies	_____ Store
_____ Radio	_____ Newspapers:Magazines	_____ Association(s)
_____ Family	_____ Teacher(s)	
_____ Church	_____ Government Worker(s)	

_____ Other Sources (Please be sure these are named)

_____

13. What do you think are the main problems in your community?

_____

14. Are there any other problems that you can think of?

_____

15. What do you think is the best way to solve these problems?

_____

16. Anything else?

_____

17. In getting information and news about what is happening in your own community, which one of the following sources have you found to be the most important? (PLEASE LIST ALL SOURCES. PUT A CHECK BESIDE THE ONE SOURCE THE RESPONDENT NAMES).

_____ Neighbours	_____ Movies	_____ Store
_____ Radio	_____ Newspapers:Magazines	_____ Association(s)
_____ Family	_____ Teacher(s)	
_____ Church	_____ Government Worker(s)	

_____ Other Sources (Please be sure these are named)

_____

18. Which of these sources do you think is most often correct (consider to be the to be the most trustworthy) when you get information and news about what is happening in your own community? (PLEASE LIST ALL SOURCES AGAIN. PUT A CHECK BESIDE THE ONE SOURCE THE RESPONDENT NAMES).

_____ Neighbours	_____ Movies	_____ Store
_____ Radio	_____ Newspapers:Magazines	_____ Association(s)
_____ Family	_____ Teacher(s)	
_____ Church	_____ Government Worker(s)	

_____ Other Sources (Please be sure these are named)

_____

III. 1. What do you think would be the most interesting job to have?

_____

2. What do you think would be the most interesting job for your children to have? (IF CHILDREN ARE YOUNG, PLEASE ASK, "WHAT DO YOU THINK WOULD BE THE MOST INTERESTING JOB FOR YOUR CHILDREN TO HAVE WHEN THEY ARE READY TO GO TO WORK?" PLEASE BE SURE TO ASK THESE QUESTIONS SEPARATELY FOR SONS AND DAUGHTERS).

SONS _____

DAUGHTERS _____

3. In what ways do you think the Eskimo people are different from other people in Canada who live in the south?

_____

4. How would you rate your way of life with the life of other people in Canada who live in the south?

_____ Better _____ Worse _____ No Difference

5. Why do you think that your life is (Better;Worse;No Different) than the life of other people in Canada who live in the south?

_____

_____

6. If there were some ways in which you could change the way you live, what would these be?

_____

7. What places would you most like to travel to?

_____

8. Did you vote during the last Federal election?

_____

9. How did you first find out that an election was going to be held? (Please ask the respondent to specify one main source)

_____

IV. 1. Do you have a radio in your house? _____

2. How often do you listen to radio (number of hours per day) ?

_____

3. What kinds of radio programs do you listen to?

_____

4. How often do you go to see a show (movie) ? - NUMBER OF TIMES PER WEEK

_____

5. Do you read any newspapers or magazines?

_____

6. Which one(s) ?

_____ Inuit Monthly

_____ Other (Please write down which one(s)

_____

7. How often do you read newspapers and magazines?

_____ Inuit Monthly _____

_____ Other(s) _____

8. Do you spend any time reading books or the bible during the day or evening?

_____ Books _____ Bible _____ Both

9. When you are not working or hunting, which of the following do you do most often for enjoyment? (Interviewer: BE SURE TO STRESS MOST OFTEN WHEN YOU LIST THE ACTIVITIES BELOW. PLACE A CHECK BESIDE THE CHOICE THE RESPONDENT MAKES).

_____ Read Books

_____ Listen to the Radio

_____ Read Newspapers or Magazines

_____ Go to see a Show (Movie)

V. 1. Have you travelled down south this year?

_____

IF YES, HOSPITAL? _____ OR ELSEWHERE? _____

IF OTHER THAN HOSPITAL, WHERE?

_____

2. What languages do you read in?

_____

3. How did you learn to read?

_____

4. What languages do you speak?

_____

5. What languages do you understand?

_____

PLEASE THANK THE RESPONDENT AGAIN FOR HIS OR HER KIND COOPERATION. PRESENT THE ESKIMO SYLLABARY PEN AS A SMALL TOKEN OF OUR APPRECIATION.

APPENDIX B

THE CODE BOOK

CODE BOOK: SURVEY #2 - Frobisher Bay

	Marginals
Vars. 1 - 17 DEMOGRAPHIC INDICES	
Var. 1 Sex	
1 - Male	104(86)
2 - Female	17(14)
Var. 2 Family Size	
1 - No Children	8(7)
2 - One Child	9(8)
3 - Two Children	16(13)
4 - Three Children	13(11)
5 - Four "	16(13)
6 - Five "	16(13)
7 - Six "	12(10)
8 - Seven "	16(13)
9 - Eight or More Children	15(12)
Var. 3 Family Size - Number of Boys	
0 - Not Applicable (No Children in Household)	8(7)
1 - No Boys in Family	10(8)
2 - One Boy	25(20)
3 - Two Boys	26(22)
4 - Three Boys	27(33)
5 - Four "	14(11)
6 - Five "	6(5)
7 - Six "	2(2)
8 - Seven "	3(2)
9 - Eight or more Boys	-----
Var. 4 Family Size - Number of Girls	
0 - Not Applicable (No Children in Household)	8(7)
1 - No Girls in Family	8(7)
2 - One Girl	29(24)
3 - Two Girls	33(27)
4 - Three Girls	20(16)
5 - Four "	7(6)
6 - Five "	12(10)
7 - Six "	4(3)
8 - Seven "	-----
9 - Eight or more Girls	-----
Var. 5 Main Source of Income	
1 - Social Welfare (Also Old Age or Widow's Pension)	44(36)
2 - Job in Community	77(64)
Var. 6 Main Source of Income (Socio-Economic Level)	
0 - Not Applicable	44(36)
1 - Professional	2(2)
2 - White Collar	5(4)
3 - Blue Collar (Includes Hunting, Trapping & Fishing)	70(58)

	Marginals
Var. 7 Approximate Age	
1 - Less than 20	0(0)
2 - 20 - 30	24(20)
3 - 31 - 40	33(27)
4 - 41 - 50	38(32)
5 - 51 - 60	12(10)
6 - 61 - 70	11(9)
7 - Beyond 71	3(2)
Var. 8 Years of Formal Education	
1 - None	94(78)
2 - Up to Four Years	16(13)
3 - Four to Seven Years	5(4)
4 - Completion of Primary Grades	-----
5 - Some High School	6(5)
6 - Completion of High School	-----
Var. 9 Travel to the "South"?	
1 - Yes	76(63)
2 - No	45(37)
Var. 10 Travel to "South"?	
0 - Not Applicable	45(37)
1 - Hospital Only	67(56)
2 - Other Places	9(7)
Var. 11 Travel to South During Past Year?	
1 - Yes	25(21)
2 - No	96(79)
Var. 12 Travel to South During Past Year?	
0 - Not Applicable	96(79)
1 - Hospital Only	18(15)
2 - Other Places	7(6)
Var. 13 Travel to South - If "Other Places", Where?	
0 - Not Applicable	114(94)
1 - Western Provinces (Man, Sask, Alta, BC)	1(1)
2 - Central Provinces (Que, Ont)	5(4)
3 - Atlantic Provinces (NB, NS, PEI, NFLD)	------
4 - Across Canada	1(1)
5 - Outside Canada	------
Var. 14 Ability to Read in Which Language(s)	
1 - Eskimo Only	101(84)
2 - Eskimo and English	18(14)
3 - Don't Read in Any Language	2(2)
Var. 15 How Reading Ability Acquired	
0 - Not Applicable	2(2)
1 - Taught by Parents	63(52)
2 - Through Formal Schooling	18(14)
3 - Through the Church (and Bible)	38(32)

	Marginals	
	Survey #1	Survey #2
Var. 16 Languages Spoken		
1 - Eskimo Only	94(78)	82(68)
2 - Eskimo and English	27(22)	39(32)
Var. 17 Languages Understood		
1 - Eskimo Only	87(72)	65(54)
2 - Eskimo and English	34(28)	56(46)
Vars. 18 - 66 TELEVISION INDICES		
Var. 18 Television Set Availability		
1 - Have Television Set in Home	92(76)	118(98)
2 - No Television Set in Home	29(24)	3(2)
Var. 19 Type of TV Set in Home		
0 - Not Applicable		3(2)
1 - Colour Set		21(18)
2 - Black & White Set		97(80)
Var. 20 Number of Hours of Television Viewing Per Day (Mon - Fri)		
1 - Set Left on All Day		21(18)
2 - One Hour		------
3 - Two Hours		4(3)
4 - Three Hours		13(11)
5 - Four Hours		27(22)
6 - Five Hours		33(27)
7 - Six Hours		2(1)
8 - Seven Hours or More		15(13)
9 - Occasionally Only - No Time Specified		6(5)
Var. 21 Time of Day Television Usually Viewed (Mon - Fri)		
1 - Morning Only		------
2 - Afternnon Only		------
3 - Evening Only		42(34)
4 - Morning and Afternoon		------
5 - Afternoon and Evening		58(48)
6 - All Day		21(18)
Var. 22 Number of Hours of Television Viewing Per Day (Weekends)		
1 - Set Left on All Day		25(21)
2 - One Hour		------
3 - Two Hours		3(2)
4 - Three Hours		14(12)
5 - Four Hours		19(16)
6 - Five Hours		24(20)
7 - Six Hours		6(5)
8 - Seven Hours or More		27(22)
9 - Occasionally Only - No Time Specified		3(2)

	Marginals
Var. 23 Time of Day Television Usually Viewed (Weekends)	
1 - Morning Only	-----
2 - Afternoon Only	2(1)
3 - Evening Only	13(11)
4 - Morning and Afternoon	-----
5 - Afternoon and Evening	81(67)
6 - All Day	25(21)
Var. 24 Three Favourite TV Programs	
1 - One Program Mentioned	2(1)
2 - Two Programs Mentioned	19(16)
3 - Three Programs Mentioned	100(83)
Var. 25 Three Favourite TV Programs (Category - 1st Mention)	
1 - No Discrimination Made	------
2 - Not Applicable	16(13)
3 - Quiz Programs (e.g., Front Page Challenge)	------
4 - Dramatic Series (e.g., Cannon)	73(61)
5 - Situation Comedy (e.g., All in the Family)	6(5)
6 - Variety & Musical Shows (e.g., Tommy Banks)	7(6)
7 - Movies (Feature Films)	13(11)
8 - Public Affairs & Talk Shows (e.g., Juliette & Friends)	2(1)
9 - Documentary Films (e.g., One Northern Summer)	4(3)
Var. 26 Three Favourite Programs (Category - 1st Mention)	
0 - Not Applicable	105(87)
1 - Sports Programs (e.g., NHL Hockey)	8(7)
2 - Outdoors - Wildlife (e.g., Nature of Things)	2(1)
3 - Educational Programs (e.g., Sesame Street)	-----
4 - Commercials	-----
5 - Cartoons (e.g., Bugs Bunny)	-----
6 - Religious Programs (e.g., A Way Out)	-----
7 - Eskimo Program (Tarqravut)	4(4)
8 - French Programs (e.g., Quelle Famille)	-----
9 - Soap Opera (e.g., Edge of Night)	2(1)
Var. 27 Three Favourite TV Programs (Category - 2nd Mention)	
0 - No Response	2(1)
1 - No Discrimination Made	-----
2 - Not Applicable	23(20)
3 - Quiz Programs	-----
4 - Dramatic Series	67(56)
5 - Situation Comedy	4(3)
6 - Variety & Musical Shows	10(8)
7 - Movies	12(10)
8 - Public Affairs & Talk Shows	1(1)
9 - Documentary Films	2(1)

	Marginals
Var. 28 Three Favourite TV Programs (Category - 2nd Mention)	
0 - Not Applicable	98(81)
1 - Sports Programs	12(10)
2 - Outdoors-Wildlife	1(1)
3 - Educational Programs	-----
4 - Commercials	-----
5 - Cartoons	4(3)
6 - Religious Programs	-----
7 - Eskimo Program	5(4)
8 - French Programs	-----
9 - Soap Opera	1(1)
Var. 29 Three Favourite TV Programs (Category - 3rd Mention)	
0 - No Response	21(17)
1 - No Discrimination Made	------
2 - Not Applicable	18(15)
3 - Quiz Programs	------
4 - Dramatic Series	47(39)
5 - Situation Comedy	12(10)
6 - Variety & Musical Shows	10(8)
7 - Movies	9(7)
8 - Public Affairs & Talk Shows	1(1)
9 - Documentary Films	3(3)
Var. 30 Three Favourite TV Programs (Category - 3rd Mention)	
0 - Not Applicable	103(85)
1 - Sports Programs	6(5)
2 - Outdoors-Wildlife	5(4)
3 - Educational Programs	------
4 - Commercials	------
5 - Cartoons	2(1)
6 - Religious Programs	1(1)
7 - Eskimo Programs	3(3)
8 - French Programs	------
9 - Soap Opera	1(1)
Var. 31 Three Favourite TV Programs (Specific - 1st Mention)	
1 - No Specific Program Mentioned	3(6)
2 - Not Applicable	41(34)
3 - Edge of Night	2(1)
4 - Police Story	28(23)
5 - Cannon	35(29)
6 - Take 30	1(1)
7 - That Girl	-----
8 - Forest Rangers	1(1)
9 - 6 Million Dollar Man	5(4)

	Marginals
Var. 32 Three Favourite TV Programs (Specific - 1st Mention)	
0 - Not Applicable	101(84)
1 - Western Movies	4(3)
2 - War Movies	1(1)
3 - Mod Squad	-------
4 - Dick Van Dyke	-------
5 - Tarqravut	5(4)
6 - NHL Hockey	6(5)
7 - Nature of Things	1(1)
8 - One Northern Summer	3(2)
9 - A Way Out	-------
Var. 33 Three Favourite TV Programs (Specific - 1st Mention)	
0 - Not Applicable	115(95)
1 - Mash	-------
2 - Wonderful World of Disney	3(2)
3 - Hercules	-------
4 - Black Beauty	-------
5 - Beach Combers	1(1)
6 - Sesame Street	-------
7 - Tommy Banks	1(1)
8 - Partridge Family	-------
9 - Ceilidh	1(1)
Var. 34 Three Favourite TV Programs (Specific - 1st Mention)	
0 - Not Applicable	114(94)
1 - Irish Rovers	1(1)
2 - All in the Family	5(4)
3 - All Around the Circle	-------
4 - Hawaii 5-0	-------
5 - Maude	-------
6 - Musicamera	-------
7 - Bugs Bunny	-------
8 - Mission Million Possible	1(1)
9 - South Seas	-------
Var. 35 Three Favourite TV Programs (Specific - 1st Mention)	
0 - Not Applicable	113(94)
1 - Klahani	-------
2 - Juliette	1(1)
3 - The Waltons	2(1)
4 - Tommy Hunter	3(2)
5 - Flip Side	-------
6 - Baseball	1(1)
7 - The National	1(1)

	Marginals
Var. 36 Three Favourite TV Programs (Specific - 2nd Mention)	
0 - No Response	2(2)
1 - No Specific Program Mentioned	12(10)
2 - Not Applicable	46(38)
3 - Edge of Night	1(1)
4 - Police Story	16(14)
5 - Cannon	31(26)
6 - That Girl	2(1)
7 - Forest Rangers	2(1)
8 - 6 Million Dollar Man	9(7)
Var. 37 Three Favourite TV Programs (Specific - 2nd Mention)	
0 - Not Applicable	98(81)
1 - Western Movies	4(3)
2 - War Movies	1(1)
3 - Dick Van Dyke	1(1)
4 - Tarqravut	4(3)
5 - NHL Hockey	8(7)
6 - One Northern Summer	5(4)
Var. 38 Three Favourite TV Programs (Specific - 2nd Mention)	
0 - Not Applicable	111(92)
1 - Mash	1(1)
2 - Hercules	2(1)
3 - Beach Combers	6(5)
4 - Partridge Family	1(1)
Var. 39 Three Favourite TV Programs (Specific - 2nd Mention)	
0 - Not Applicable	117(96)
1 - Irish Rovers	1(1)
2 - All in the Family	1(1)
3 - All Around the Circle	1(1)
4 - South Seas	1(1)
Var. 40 Three Favourite TV Programs (Specific - 2nd Mention)	
0 - Not Applicable	112(92)
1 - Juliette	1(1)
2 - The Waltons	2(1)
3 - Tommy Hunter	1(1)
4 - Flip Side	1(1)
5 - Baseball	4(4)
Var. 41 Three Favourite TV Programs (Specific - 3rd Mention)	
0 - No Response	21(17)
1 - No Specific Program Mentioned	8(7)
2 - Not Applicable	61(52)
3 - Edge of Night	2(1)
4 - Police Story	8(7)
5 - Cannon	9(7)
6 - That Girl	2(1)
7 - Forest Rangers	1(1)
8 - 6 Million Dollar Man	9(7)

	Marginals
Var. 42 Three Favourite TV Programs (Specific - 3rd Mention)	
0 - Not Applicable	103(86)
1 - Western Movies	6(5)
2 - Mod Squad	1(1)
3 - Dick Van Dyke	1(1)
4 - Tarqravut	3(2)
5 - NHL Hockey	1(1)
6 - Nature of Things	2(1)
7 - One Northern Summer	3(2)
8 - A Way Out	1(1)
Var. 43 Three Favourite TV Programs (Specific - 3rd Mention)	
0 - Not Applicable	99(82)
1 - Mash	2(1)
2 - Wonderful World of Disney	3(2)
3 - Black Beauty	1(1)
4 - Beach Combers	12(10)
5 - Tommy Banks	1(1)
6 - Partridge Family	1(1)
7 - Ceilidh	2(1)
Var. 44 Three Favourite TV Programs (Specific - 3rd Mention)	
0 - Not Applicable	112(93)
1 - All Around the Circle	2(1)
2 - Hawaii 5-0	1(1)
3 - Maude	2(1)
4 - Bugs Bunny	4(4)
Var. 45 Three Favourite TV Programs (Specific - 3rd Mention)	
0 - Not Applicable	109(91)
1 - Tommy Hunter	5(4)
2 - Baseball	4(3)
3 - Charlie Chaplin	2(1)
4 - The National	1(1)
Var. 46 Three Least Favourite TV Programs	
1 - No Discrimination Made (Like or Dislike All Programs)	6(5)
2 - One Program Mentioned)	44(36)
3 - Two Programs Mentioned	28(23)
4 - Three Programs Mentioned	43(36)
Var. 47 Three Least Favourite TV Programs (Category - 1st Mention)	
1 - No Discrimination Made	6(5)
2 - Not Applicable	28(24)
3 - Quiz Programs	1(1)
4 - Dramatic Series	2(1)
5 - Situation Comedy	3(2)
6 - Variety & Musical Shows	2(1)
7 - Movies	2(1)
8 - Public Affairs and Talk Shows	77(65)
9 - Documentary Films	-----

	Marginals
Var. 48 Three Least Favourite TV Programs (Category - 1st Mention)	
0 - Not Applicable	93(77)
1 - Sports Programs	1(1)
2 - Outdoors-Wildlife	------
3 - Educational Programs	1(1)
4 - Commercials	7(5)
5 - Cartoons	------
6 - Religious Programs	------
7 - Eskimo Programs	1(1)
8 - French Programs	16(14)
9 - Soap Opera	2(1)
Var. 49 Three Least Favourite TV Programs (Category - 2nd Mention)	
0 - No Response	44(36)
1 - No Discrimination Made	6(5)
2 - Not Applicable	15(12)
3 - Quiz Programs	2(1)
4 - Situation Comedy	3(2)
5 - Variety & Musical Shows	2(1)
6 - Public Affairs and Talk Shows	49(41)
Var. 50 Three Least Favourite TV Programs (Category - 2nd Mention)	
0 - Not Applicable	106(87)
1 - Sports Programs	1(1)
2 - Educational Programs	1(1)
3 - Commercials	1(1)
4 - French Programs	7(6)
5 - Soap Opera	5(4)
Var. 51 Three Least Favourite TV Programs (Category - 3rd Mention)	
0 - No Response	72(59)
1 - No Discrimination Made	6(5)
2 - Not Applicable	13(11)
3 - Quiz Programs	1(1)
4 - Dramatic Series	1(1)
5 - Variety & Musical Shows	2(1)
6 - Public Affairs and Talk Shows	26(22)
Var. 52 Three Least Favourite TV Programs (Category - 3rd Mention)	
0 - Not Applicable	108(89)
1 - Cartoons	1(1)
2 - French Programs	7(6)
3 - Soap Opera	5(4)
Var. 53 Three Least Favourite TV Programs (Specific - 1st Mention)	
0 - No Response	6(5)
1 - No Specific Program Mentioned	23(19)
2 - Not Applicable	51(43)
3 - Front Page Challenge	17(14)
4 - Luncheon Date	2(1)
5 - Family Court	6(5)
6 - This is the Law	7(6)
7 - Marc's Grab Bag	2(1)
8 - The National	6(5)
9 - Music Machine	1(1)

	Marginals
Var. 54 Three Least Favourite TV Programs (Specific - 1st Mention)	
0 - Not Applicable	86(71)
1 - Flip Side	------
2 - White Oaks of Jalna	1(1)
3 - Now Look Here	1(1)
4 - Friendly Giant	------
5 - Mary Tyler Moore	1(1)
6 - Very Interesting People	------
7 - The Waltons	------
8 - Gilligan's Island	------
9 - Juliette & Friends	32(26)
Var. 55 Three Least Favourite TV Programs (Specific - 1st Mention)	
0 - Not Applicable	105(87)
1 - Romantic Rebellion	-------
2 - Charley Chaplin Movies (Silent)	1(1)
3 - French Movies (Les Grands Films)	9(7)
4 - Take 30	2(1)
5 - Commercials	1(1)
6 - Edge of Night	1(1)
7 - Tommy Hunter	1(1)
8 - Maude	-------
9 - Sesame Street	1(1)
Var. 56 Three Least Favourite TV Programs (Specific - 2nd Mention)	
0 - No Response	50(42)
1 - No Specific Program Mentioned	5(3)
2 - Not Applicable	38(32)
3 - Front Page Challenge	3(2)
4 - Luncheon Date	3(2)
5 - Family Court	7(6)
6 - This is the Law	8(7)
7 - Marc's Grab Bag	1(1)
8 - The National	5(4)
9 - Music Machine	1(1)
Var. 57 Three Least Favourite TV Programs (Specific - 2nd Mention)	
0 - Not Applicable	99(81)
1 - Flip Side	1(1)
2 - Mary Tyler Moore	1(1)
3 - Very Interesting People	1(1)
4 - Juliette & Friends	19(16)
Var. 58 Three Least Favourite TV Programs (Specific - 2nd Mention)	
0 - Not Applicable	105(88)
1 - Les Grands Films	5(4)
2 - Take 30	5(4)
3 - Edge of Night	2(1)
4 - Maude	3(2)
5 - Football	1(1)

	Marginals
Var. 59 Three Least Favourite TV Programs (Specific - 3rd Mention)	
0 - No Response	78(64)
1 - No Specific Program Mentioned	4(3)
2 - Not Applicable	26(22)
3 - Front Page Challenge	4(3)
4 - Family Court	5(4)
5 - This is the Law	3(3)
6 - Marc's Grab Bag	1(1)
Var. 60 Three Least Favourite TV Programs (Specific - 3rd Mention)	
0 - Not Applicable	111(91)
1 - White Oaks of Jalna	1(1)
2 - Friendly Giant	1(1)
3 - Juliette & Friends	8(7)
Var. 61 Three Least Favourite TV Programs (Specific - 3rd Mention)	
0 - Not Applicable	105(87)
1 - Romantic Rebellion	1(1)
2 - Les Grands Films	6(5)
3 - Take 30	6(5)
4 - Edge of Night	1(1)
5 - Ceilidh	2(1)
Var. 62 Rationale Given for Choice of Favourite Program	
1 - Action Oriented	94(78)
2 - Provides New Information (Educational)	5(4)
3 - Amusement	9(7)
4 - Interesting (Attendance to Program High)	13(11)
Var. 63 Rationale for Choice of Least Favourite Program	
1 - Don't Understand the Language (or Technical Conventions)	53(44)
2 - Slow Pacing - Boredom	60(50)
3 - Not Relevant to Life Style & Environment	7(5)
4 - Interrupt Program (Commercial reference)	1(1)
Var. 64 Enumeration of Programs Sample Would Like to See on TV	
1 - Programs in Eskimo Language	21(17)
2 - Eskimo Life Style & Culture	77(64)
3 - Programs on Other Communities in North	14(12)
4 - Increase in Dramatic Series	9(7)

	Survey #1	Survey #2
Var. 65 Main Language of TV in North (Aspirations)		
1 - Eskimo	93(77)	62(51)
2 - Eskimo & English	28(23)	59(49)
Var. 66 Perception of Information Programs Sample Would Like to See on TV		
1 - Programs in Eskimo		12(10)
2 - Eskimo News (Increase in Programs like Tarqravut)		38(32)
3 - Other Communities in North		41(34)
4 - Eskimo Life Style & Culture		27(22)
5 - Programs on Hunting, Fishing & Wildlife		3(2)

	Marginals	
	Survey #1	Survey #2
Vars. 67 - 76 INFORMATION GAIN INDICES		
Var. 67 Identification of Prime Minister of Canada		
1 - Correctly Identified	48(40)	72(60)
2 - Incorrectly Identified	73(60)	49(40)
Var. 68 Identification of Number of Provinces in Canada		
1 - Correctly Identified	7(6)	13(11)
2 - Incorrectly Identified	114(94)	108(89)
Var. 69 Identification of Provinces in Canada		
0 - No Response/Don't Know	109(90)	98(82)
1 - One Province Identified Correctly	1(1)	2(1)
2 - Two Provinces Identified Correctly	1(1)	1(1)
3 - Three " " "	2(1)	3(2)
4 - Four " " "	-----	2(1)
5 - Five " " "	-----	-----
6 - Six " " "	1(1)	1(1)
7 - Seven " " "	-----	-----
8 - Eight " " "	-----	1(1)
9 - Nine to Ten Provinces Identified Correctly	7(6)	13(11)
Var. 70 Identification of Four Main Political Parties		
1 - Correctly Identified	4(3)	7(6)
2 - Incorrectly Identified	117(97)	114(94)
Var. 71 Identification of Four Main Political Parties		
0 - No Response/Don't Know	111(92)	100(83)
1 - One Party Identified Correctly	4(3)	5(4)
2 - Two Parties Identified Correctly	-------	6(5)
3 - Three " " "	2(1)	3(2)
4 - Four " " "	4(3)	7(6)
Var. 72 Identification of Leader of Opposition Party		
1 - Correctly Identified	5(4)	7(6)
2 - Incorrectly Identified	116(96)	114(94)
Var. 73 Name of Capital City in Canada		
1 - Correctly Identified	41(34)	52(43)
2 - Incorrectly Identified	80(66)	69(57)
Var. 74 Name of Capital City in N.W.T.		
1 - Correctly Identified		35(29)
2 - Incorrectly Identified		86(71)
Var. 75 Perception of Two Main Languages in Canada		
1 - Correctly Identified	41(34)	64(53)
2 - Incorrectly Identified	80(66)	57(47)

	Marginals	
	Survey #1	Survey #2
Var. 76 Perception of Two Main Languages in Canada		
0 - No Response/Don't Know	19(16)	-----
1 - French & English	41(34)	64(53)
2 - Eskimo & English	53(44)	52(44)
3 - English Only	5(4)	2(1)
4 - Eskimo Only	3(2)	3(2)
Vars. 77 - 89 INTERNATIONAL INDICES		
Var. 77 Main World Problems		
0 - No Response/Don't Know	54(44)	18(15)
1 - Feel Unqualified to Answer	13(11)	2(1)
2 - Only Local Problems Enumerated	14(12)	29(24)
3 - Only National Problems Enumerated	1(1)	1(1)
4 - International Problems Enumerated	39(32)	71(59)
Var. 78 International Problems Enumerated		
0 - Not Applicable	82(69)	50(42)
1 - War/Violence	18(16)	56(47)
2 - Poverty	7(6)	9(7)
3 - Racism	4(2)	1(1)
4 - Language Barriers	1(1)	-----
5 - Population	2(1)	-----
6 - Pollution	5(4)	-----
7 - Labour Disputes	-----	3(2)
8 - Inflation	2(1)	2(1)
Var. 79 International Problems Enumerated (If More Than One)		
0 - Not Applicable	112(93)	107(89)
1 - War/Violence	1(1)	3(2)
2 - Poverty	1(1)	2(1)
3 - Racism	3(3)	-------
4 - Language Barriers	------	-------
5 - Population	------	2(1)
6 - Pollution	2(1)	2(1)
7 - Labour Disputes	------	-------
8 - Inflation	2(1)	5(5)
Var. 80 Possibility of Solving International Problems?		
0 - Not Applicable	82(69)	50(42)
1 - No Response/Don't Know	2(1)	19(15)
2 - Affirmative Response	23(18)	37(31)
3 - Negative Response	14(12)	15(12)
Var. 81 Best Way to Solve International Problems		
0 - Not Applicable	84(70)	69(57)
1 - Solutions Proposed	23(18)	35(29)
2 - No Solutions Proposed	14(12)	17(14)

	Marginals	
	Survey #1	Survey #2
Var. 82 Perception of Most Important International Person		
0 - No Response/Don't Know		11(9)
1 - Local Leaders Identified		71(59)
2 - National Leaders Identified		26(21)
3 - Leaders Other Than Canadian Identified		13(11)
Var. 83 Most NB International Person (Names Submitted)		
0 - Not Applicable		11(9)
1 - God		3(2)
2 - Trudeau		25(21)
3 - Queen Elizabeth		7(6)
4 - Kissenger		1(1)
5 - Wally Firth		56(47)
6 - Kennedy		2(1)
7 - Governor General		1(1)
8 - Local Community Figures		15(12)
Var. 84 Identification of Countries Where Fighting or War Occurred During Past Year		
0 - No Response	76(63)	59(49)
1 - One Country Named	41(34)	54(45)
2 - Two Countries/Regions Named	4(3)	6(5)
3 - Three Countries/Regions Named	------	2(1)
Var. 85 Identification of Countries Where Fighting or War Occurred During Past Year (Specific)		
0 - Not Applicable	76(63)	59(49)
1 - Vietnam	38(32)	48(40)
2 - Ireland	3(3)	2(1)
3 - Mid-East (Israel & Arab Nations)	------	4(4)
4 - Vietnam & Ireland	2(1)	2(1)
5 - Vietnam & Mid-East	2(1)	4(4)
6 - Vietnam, Ireland & Mid-East	------	2(1)
Var. 86 Most Important International Source		
0 - Not Applicable		2(2)
1 - Neighbours		1(1)
2 - Radio		57(47)
3 - Family		------
4 - Church		2(1)
5 - Television		58(48)
6 - Movies		------
7 - Newspapers-Magazines		------
8 - Teacher(s)		------
9 - Government Worker(s)		1(1)
Var. 87 Most Important International Source		
0 - Not Applicable		119(99)
1 - Store		2(1)
2 - Association(s)		-------

	Marginals	
	Survey #1	Survey #2
Var. 88 Most Trustworthy International Source		
0 - Not Applicable		1(1)
1 - Neighbours		2(1)
2 - Radio		60(50)
3 - Family		------
4 - Church		5(4)
5 - Television		52(43)
6 - Movies		------
7 - Newspapers-Magazines		1(1)
8 - Teacher(s)		------
9 - Government Worker(s)		------
Var. 89 Most Trustworthy International Source		
0 - Not Applicable		120(99)
1 - Store		0(0)
2 - Associations		1(1)
Vars. 90 - 98 NATIONAL INDICES		
Var. 90 Perception of Main Problems in Canada		
0 - No Response	74(61)	13(11)
1 - Only Local Problems Enumerated	33(27)	31(25)
2 - National Problems	14(12)	77(64)
Var. 91 Main Problems in Canada (Perceptions Submitted)		
0 - Not Applicable	107(89)	44(36)
1 - Inflation	4(3)	49(42)
2 - Unemployment	-------	2(1)
3 - Cultural or Constitutional (Native Rights)	4(3)	4(3)
4 - Immigration	-------	1(1)
5 - Pollution	1(1)	3(2)
6 - Housing	-------	4(3)
7 - Moral Degeneration	4(3)	7(6)
8 - Better Communication Between North & South	1(1)	6(5)
9 - Nutrition	-------	1(1)
Var. 92 Best Way to Solve Canadian Problems		
0 - Not Applicable	107(89)	44(36)
1 - Solutions Proposed	4(3)	56(47)
2 - No Solutions Proposed	10(8)	21(17)
Var. 93 Solutions Proposed to Canadian Problems		
0 - Not Applicable	117(97)	65(54)
1 - Government Initiative (Federal)	4(3)	51(42)
2 - Cooperation	-------	5(4)
Var. 94 Most Important Canadian Person		
0 - Family Member		20(16)
1 - Trudeau		36(30)
2 - Stuart Hodgson		4(3)
3 - Bryan Pearson		1(1)
4 - Wally Firth		59(49)
5 - Queen Elizabeth		1(1)

	Marginals	
	Survey #1	Survey #2
Var. 95 Most Important National Source		
0 - Not Applicable		5(4)
1 - Neighbours		------
2 - Radio		96(80)
3 - Family		------
4 - Church		2(1)
5 - Television		15(13)
6 - Movies		------
7 - Newspapers-Magazines		------
8 - Teacher(s)		------
9 - Government Worker(s)		3(2)
Var. 96 Most Important National Source		
0 - Not Applicable		116(96)
1 - Store		-------
2 - Association(s)		5(4)
Var. 97 Most Trustworthy National Source		
0 - Not Applicable		1(1)
1 - Neighbours		2(1)
2 - Radio		99(83)
3 - Family		------
4 - Church		2(1)
5 - Television		14(12)
6 - Movies		------
7 - Newspapers-Magazines		------
8 - Teacher(s)		------
9 - Government Worker(s)		3(2)
Var. 98 Most Trustworthy National Source		
0 - Not Applicable		120(99)
1 - Store		-------
2 - Association(s)		1(1)
Vars. 99 - 111 COMMUNITY INDICES		
Var. 99 Perception of Main Problems in Community		
0 - No Response	19(16)	-------
1 - Alcoholism	68(56)	82(68)
2 - Employment	2(1)	1(1)
3 - Economic Disparity (Native/Euro-Canadian)	1(1)	4(3)
4 - Sickness	1(1)	------
5 - Litter & Garbage in Street	2(1)	11(10)
6 - Poor Housing	14(12)	6(5)
7 - Forgetting of Old Way of Life	14(12)	5(4)
8 - Inflation	------	9(7)
9 - Vandalism	------	3(2)

	Marginals	
	Survey #1	Survey #2
Var. 100 Main Problems in Community (More Than One Given)		
0 - Not Applicable	102(85)	70(58)
1 - Alcoholism	2(1)	1(1)
2 - Employment	-------	2(1)
3 - Economic Disparity (Native/Euro-Canadian)	1(1)	4(3)
4 - Sickness	-------	------
5 - Litter & Garbage in Street	6(5)	14(12)
6 - Poor Housing	5(4)	17(14)
7 - Forgetting of Old Way of Life	5(4)	8(7)
8 - Inflation	-------	4(3)
9 - Vandalism	-------	1(1)
Var. 101 Best Way to Solve Community Problems		
0 - Not Applicable	19(16)	------
1 - Solutions Proposed	72(59)	115(95)
2 - No Solutions Proposed	30(25)	6(5)
Var. 102 Best Way to Solve Community Problems		
0 - Not Applicable	49(41)	6(5)
1 - Through Government Initiative (Federal)	24(20)	26(21)
2 - Through Collective Native Initiative	17(14)	43(36)
3 - Through Individual Initiative	3(2)	8(7)
4 - Close Liquor Outlets	12(10)	24(19)
5 - Education on Effects of Alcohol	12(12)	13(11)
6 - Preserve Traditional Cultural Values	2(1)	1(1)
Var. 103 Best Way to Solve Community Problems		
0 - Not Applicable	110(91)	77(64)
1 - Through Government Initiative (Federal)	1(1)	8(7)
2 - Through Collective Native Intiative	6(5)	23(20)
3 - Through Individual Intiative	1(1)	4(3)
4 - Close Liquor Outlets	2(1)	5(4)
5 - Education on Effects of Alcohol	1(1)	2(1)
6 - Preserve Traditional Cultural Values	-------	2(1)
Var. 104 Most Important Community Source		
0 - Not Applicable		3(3)
1 - Neighbours		1(1)
2 - Radio		110(91)
3 - Family		-------
4 - Church		1(1)
5 - Television		-------
6 - Movies		-------
7 - Newspapers-Magazines		3(2)
8 - Teacher(s)		-------
9 - Government Worker(s)		3(2)
Var. 105 Most Important Community Source		
0 - Not Applicable		118(98)
1 - Store		-------
2 - Association(s)		3(2)

	Marginals	
	Survey #1	Survey #2
Var. 106 Most Trustworthy Community Source		
0 - Not Applicable		3(3)
1 - Neighbours		2(1)
2 - Radio		110(91)
3 - Family		-------
4 - Church		1(1)
5 - Television		-------
6 - Movies		-------
7 - Newspapers-Magazines		2(1)
8 - Teacher(s)		-------
9 - Government Worker(s)		3(3)
Var. 107 Most Trustworthy Community Source		
0 - Not Applicable		118(98)
1 - Store		-------
2 - Association(s)		3(2)
Var. 108 Do You Think That TV Is Responsible for Any of the Major Community Problems?		
1 - Yes		6(5)
2 - No		115(95)
Var. 109 If Yes, Which Problems?		
0 - Not Applicable		115(95)
1 - Children Stay Up Too Late (Watching TV Until Sign Off)		1(1)
2 - Men Not Going Hunting & Fishing As Often		2(2)
3 - Introducing "Violence" in Community (Children Imitate Television Heros)		3(2)
Var. 110 Do You Think TV Has or Could Help to Solve Some of the Main Problems in Your Community?		
1 - Yes		79(65)
2 - No		42(35)
Var. 111 If Yes, In What Way?		
0 - Not Applicable		42(35)
1 - Children Stay at Home More (Watching TV)		28(23)
2 - More Information Could Be Provided on North		21(17)
3 - Men Stay Home More Rather Than Going Out to Drink		22(19)
4 - People Were Bored Before TV Arrived (Entertainment)		6(5)
5 - Education on the Effects of Alcohol		1(1)
Vars. 112 - 128 SOCIAL/PSYCHOLOGICAL INDICES		
Var. 112 Most Interesting Job For Respondents to Have		
1 - No Idea	28(23)	1(1)
2 - No Change from Present Role or Lateral Mobility Orientation	89(74)	115(95)
4 - Vertical Mobility Orientation	4(3)	5(4)

	Marginals	
	Survey #1	Survey #2
Var. 113 Most Interesting Job for Son(s) to Have		
1 - Not Applicable (No Sons in Household)	18(15)	18(15)
2 - No Idea (Anything They Can or Want to Do)	60(50)	59(49)
3 - Lateral Mobility (From Head of Household)	30(25)	14(11)
4 - Vertical Mobility (From Head of Household)	13(10)	30(25)
Var. 114 Most Interesting Job for Son(s) to Have		
0 - Not Applicable	78(65)	77(64)
1 - Local Community Identity	37(31)	26(21)
2 - National or Southern Canadian Identity	6(4)	18(15)
Var. 114 Most Interesting Job for Son(s) to Have (OCCUPATIONAL CATEGORY)		
0 - Not Applicable		18(15)
1 - No Specific Role Mentioned		59(49)
2 - Blue Collar		20(17)
3 - White Collar		6(5)
4 - Professional		18(14)
Var. 115 Most Interesting Job for Son(s) to Have (OCCUPATIONAL CATEGORY)		
0 - Not Applicable		77(64)
1 - Professional		14(12)
2 - Semi-Professional		3(2)
3 - Proprietary & Managerial		1(1)
4 - Clerical & Sales		6(5)
5 - Skilled Trades		11(10)
6 - Semi-Skilled Trades		2(1)
7 - Unskilled (General Labour)		7(5)
Var. 116 Most Interesting Job for Son(s) to Have (OCCUPATION - SPECIFIC)		
0 - Not Applicable		77(64)
1 - Teacher		4(3)
2 - Medical Doctor		2(1)
3 - Engineer		8(7)
4 - Manager of Business or Corporation		1(1)
5 - Pilot		3(2)
6 - Clerk		6(5)
7 - Mechanic		6(5)
8 - Truck Driver		2(1)
9 - Heavy Equipment Operator		5(4)
10 - General Labour		7(6)
Var. 117 Most Interesting Job for Daughter(s) to Have		
1 - Not Applicable (No Daughters in Household)	16(13)	16(13)
2 - No Idea (Anything They Can or Want to Do)	61(50)	55(46)
3 - Lateral Mobility (In Relation to Mother)	7(6)	2(1)
4 - Vertical Mobility (In Relation to Mother)	37(31)	48(40)

	Marginals	
	Survey #1	Survey #2
Var. 118 Most Interesting Job for Daughter(s) to Have		
0 - Not Applicable	77(64)	71(58)
1 - Local Community Identity	37(31)	30(25)
2 - National or Southern Canadian Identity	7(5)	20(17)
Var. 119 Most Interesting Job for Daughter(s) to Have (OCCUPATIONAL CATEGORY)		
0 - Not Applicable		16(13)
1 - No Specific Role Mentioned		55(46)
2 - Blue Collar		2(1)
3 - White Collar		20(17)
4 - Professional		28(24)
Var. 120 Most Interesting Job for Daughter(s) to Have (OCCUPATIONAL CATEGORY)		
0 - Not Applicable		71(58)
1 - Professional		3(2)
2 - Semi-Professional		25(22)
3 - Proprietarial & Managerial		------
4 - Clerical & Sales		20(17)
5 - Skilled Trades		------
6 - Semi-Skilled Trades		------
7 - Unskilled (General Labour)		2(1)
Var. 121 Most Interesting Job for Daughter(s) (OCCUPATION - SPECIFIC)		
0 - Not Applicable		71(58)
1 - Teacher		3(2)
2 - Nurse		25(22)
3 - Secretary		14(12)
4 - Clerk		6(5)
5 - Cleaning Lady		2(1)
Var. 122 Rating of Inuit With Southern Way of Life		
0 - No Response/Don't Know	40(33)	1(1)
1 - Better Than Southern Life Style	12(10)	14(12)
2 - Worse Than Southern Life Style	9(7)	14(12)
3 - No Better Nor Worse Than Southern Life Style	60(50)	92(75)
Var. 123 Rating of Inuit Life Style - Reasons for Better Than Southern Life Style		
0 - Not Applicable	109(90)	107(88)
1 - Attitude Toward Basic Values (Inuit Better)	12(10)	14(12)
Var. 124 Rating of Inuit Life Style - Reasons for Worse Than Southern Life Style		
0 - Not Applicable	112(94)	107(88)
1 - Poorer Living Conditions	4(3)	10(8)
2 - Opportunity for Employment Lower	-------	1(1)
3 - Dependence on Welfare System	2(1)	4(3)
4 - Sickness in Community	3(2)	-------

	Marginals	
	Survey #1	Survey #2
Var. 125 Rating of Inuit Life Style - Reasons for No Better Nor Worse Than Southern Life Style		
0 - Not Applicable		29(24)
1 - People Are The Same Everywhere (All Human Beings)		14(12)
2 - Life Style The Same in North as South		39(32)
3 - Same Problems in North as South		39(32)
Var. 126 Ways in Which Life Might Be Changed if Opportunity Presented		
1 - No Desire for Change in Life Style (Or Powerless to Change Life Style)	78(65)	74(61)
2 - Change Desired	43(35)	47(39)
Var. 127 Ways in Which Life Might Be Changed		
0 - Not Applicable	78(65)	74(61)
1 - Change Desired But Not Specified	9(7)	10(8)
2 - Better Living Conditions	8(7)	12(11)
3 - Reduction of Alcoholism in Community	5(4)	3(2)
4 - Return to Traditional Life Style	15(1)	20(17)
5 - Increase Travel Opportunities	3(2)	2(1)
6 - Eliminate Language Barriers	2(1)	------
Var. 128 Travel Aspirations		
1 - No Where - Prefer to Remain at Home	29(24)	2(1)
2 - Localized Arctic Travel (Other Northern Centres)	70(58)	111(92)
3 - Southern Canada	18(15)	5(4)
4 - Outside of Canada (United States)	1(1)	1(1)
5 - Outside of North America (Europe, Asia)	3(2)	2(1)
Vars. 129 - 131 VOTING PATTERNS		
Var. 129 Did You Vote During The Last Federal Election?		
1 - Yes	93(77)	94(78)
2 - No	28(23)	27(22)
Var. 130 Main Source for Finding Out The Election Was Taking Place		
0 - Can't Remember	15(13)	------
1 - Neighbours	10(9)	5(4)
2 - Radio	75(62)	90(75)
3 - Church	------	------
4 - Television	------	4(3)
5 - Newspapers-Magazines	2(1)	2(1)
6 - Association Meetings	6(5)	------
7 - Political Candidates (Visit to Community)	2(1)	15(13)
8 - Public Notices	------	5(4)
9 - Political Pamphlets	11(9)	------

	Marginals	
	Survey #1	Survey #2
Vars. 131 - 136 RADIO INDICES		
Var. 131 Do You Have a Radio in Your House?		
1 - Yes	115(95)	118(98)
2 - No	6(5)	3(2)
Var. 132 Number of Hours of Listening to Radio (Daily)		
1 - One to Two Hours	10(8)	75(62)
2 - Two to Three Hours	17(14)	18(15)
3 - Three to Four Hours	14(12)	4(3)
4 - Four to Five Hours	9(7)	7(6)
5 - Five to Six Hours	8(7)	6(5)
6 - Radio Left On All Day	21(17)	3(2)
7 - Number of Hours Not Specified	42(35)	8(7)
Var. 133 Types of Radio Programs Listened To (1st Mention)		
0 - No Specific Program Mentioned	10(8)	-------
1 - Music	20(17)	6(5)
2 - Eskimo News	49(41)	115(95)
3 - Eskimo Public Affairs	2(1)	-------
4 - Morning Show (Bi-Lingual)	6(5)	-------
5 - Eskimo Myths & Legends	5(4)	-------
6 - Programs in Eskimo	29(24)	-------
Var. 134 Types of Radio Programs Listened To (2nd Mention)		
0 - Not Applicable/Only One Type Mentioned	84(69)	47(39)
1 - Music	16(14)	60(50)
2 - Eskimo News	9(8)	5(4)
3 - Eskimo Public Affairs	5(4)	7(6)
4 - Eskimo Myths & Legends	4(3)	------
5 - Programs in Eskimo	3(2)	2(1)
Var. 135 Types of Radio Programs Listened To (3rd Mention)		
0 - Not Applicable/Only One - Two Types Mentioned	114(95)	105(87)
1 - Music	-------	3(2)
2 - Eskimo News	2(1)	-------
3 - Eskimo Public Affairs	1(1)	2(1)
4 - Eskimo Myths & Legends	1(1)	4(4)
5 - Programs in Eskimo	3(2)	7(6)
Var. 136 Do You Listen to the Radio as Often Now as Before "All Day" Television Came to Your Community?		
1 - Yes		27(22)
2 - No		94(78)

	Marginals	
	Survey #1	Survey #2
Vars. 137 - 142 PRINT MEDIA INDICES		
Var. 137 Do You Read Any Newspapers or Magazines?		
1 - Negative Response	48(40)	17(14)
2 - Yes - Inukshuk	68(57)	98(81)
3 - Yes - Inuit Monthly	------	1(1)
4 - Yes - Inukshuk & Inuit Monthly	3(2)	3(2)
5 - Yes - Inukshuk & English Newspapers (Montreal Star & Gazette)	2(1)	2(1)
Var. 138 Reading of Inukshuk (How Often)		
0 - Not Applicable	48(40)	18(15)
1 - Weekly	71(59)	91(75)
2 - Occasionally Only	2(1)	12(10)
Var. 139 Reading of Inuit Monthly (How Often)		
0 - Not Applicable	118(98)	117(97)
1 - Monthly	3(2)	3(2)
2 - Occasionally Only	-------	1(1)
Var. 140 Reading of Southern Newspapers (How Often)		
0 - Not Applicable	119(99)	119(99)
1 - Daily	1(1)	1(1)
2 - Whenever Available	1(1)	1(1)
Var. 141 Reading of Books or Bible (Which)		
1 - Books	3(2)	4(3)
2 - Bible	83(69)	79(66)
3 - Both Books & Bible	25(21)	16(13)
4 - Don't Read Either	10(8)	22(18)
Var. 142 Do You Read Books or The Bible as Often Now As Before "All Day" Television Came to Your Community?		
0 - Not Applicable		10(8)
1 - No		98(81)
2 - Yes		13(11)
Var. 143 LEISURE TIME ACTIVITIES		
Var. 143 When You Are Not Working or Hunting Which of the Following do You do Most Often?		
1 - Read Books		1(1)
2 - Read Newspapers or Magazines		1(1)
3 - Listen to the Radio		23(18)
4 - Go to See A Show (At the Coop)		------
5 - Watch Television		95(79)
6 - Engage in Arts/Crafts or Hobbies		1(1)
7 - Other (Such as Visiting Neighbours)		------

CODE BOOK: SURVEY #2 - Fort Chimo

		Marginals
Vars. 1 - 17	DEMOGRAPHIC INDICES	
Var. 1	Sex	
	1 - Male	60(77)
	2 - Female	18(23)
Var. 2	Family Size	
	1 - No Children	7(9)
	2 - One Child	9(12)
	3 - Two Children	9(12)
	4 - Three "	12(15)
	5 - Four "	12(15)
	6 - Five "	6(8)
	7 - Six "	10(13)
	8 - Seven "	7(9)
	9 - Eight or More Children	6(7)
Var. 3	Family Size - Number of Boys	
	0 - Not Applicable (No Children in Household)	7(9)
	1 - No Boys in Family	7(9)
	2 - One Boy	20(26)
	3 - Two Boys	17(22)
	4 - Three Boys	16(21)
	5 - Four "	8(10)
	6 - Five "	1(1)
	7 - Six "	1(1)
	8 - Seven "	1(1)
Var. 4	Family Size - Number of Girls	
	0 - Not Applicable (No Children in Household)	7(9)
	1 - No Girls in Family	14(18)
	2 - One Girl	9(12)
	3 - Two Girls	18(23)
	4 - Three Girls	20(26)
	5 - Four "	7(9)
	6 - Five "	1(1)
	7 - Six "	------
	8 - Seven "	1(1)
	9 - Eight or More Girls	1(1)
Var. 5	Main Source of Income	
	1 - Social Welfare (Also Old Age Pension or Widow's Pension)	31(40)
	2 - Job in Community	47(60)
Var. 6	Main Source of Income (Socio-Economic Level)	
	0 - Not Applicable	31(40)
	1 - Professional	1(1)
	2 - White Collar	2(3)
	3 - Blue Collar (Includes Hunting, Trapping & Fishing)	44(56)

		Marginals
Var. 7	Approximate Age	
	1 - Less Than 20	-----
	2 - 20 - 30	9(12)
	3 - 31 - 40	21(27)
	4 - 41 - 50	15(19)
	5 - 51 - 60	14(18)
	6 - 61 - 70	15(19)
	7 - Beyond 71	4(5)
Var. 8	Years of Formal Schooling	
	1 - None	68(87)
	2 - Up to Four Years	5(7)
	3 - Four to Seven Years	3(4)
	4 - Completion of Primary Grades	1(1)
	5 - Some High School	-----
	6 - Completion of High School	1(1)
Var. 9	Travel to the "South"?	
	1 - Yes	52(67)
	2 - No	26(33)
Var. 10	Travel to "South"?	
	0 - Not Applicable	26(33)
	1 - Hospital Only	43(55)
	2 - Other Places	9(12)
Var. 11	Travel to South During Past Year?	
	1 - Yes	17(22)
	2 - No	61(78)
Var. 12	Travel to South During Past Year?	
	0 - Not Applicable	61(78)
	1 - Hospital Only	7(9)
	2 - Other Places	10(13)
Var. 13	Travel to South - If Other Places, Where?	
	0 - Not Applicable	68(87)
	1 - Western Provinces (Man, Sask, Alta, BC)	------
	2 - Central Provinces (Ont, Que)	10(13)
	3 - Atlantic Provinces (NB, NS, PEI, NFLD)	------
	4 - Across Canada	------
	5 - Outside Canada	------
Var. 14	Ability to Read in Which Language(s)	
	1 - Eskimo Only	58(74)
	2 - Eskimo and English	17(22)
	3 - Don't Read in Any Language	3(4)
Var. 15	How Reading Ability Acquired	
	0 - Not Applicable	3(4)
	1 - Taught By Parents	54(69)
	2 - Through Formal Schooling	10(13)
	3 - Through the Church (and Bible)	11(14)

		Marginals	
		Survey #1	Survey #2
Var. 16	Languages Spoken		
	1 - Eskimo Only	56(72)	56(72)
	2 - Eskimo and English	22(28)	22(28)
Var. 17	Languages Understood		
	1 - Eskimo Only	48(62)	44(56)
	2 - Eskimo and English	30(38)	34(44)
Vars. 18 - 27	INFORMATION GAIN INDICES		
Var. 18	Identification of Prime Minister of Canada		
	1 - Correctly Identified	30(39)	28(36)
	2 - Incorrectly Identified	48(62)	50(64)
Var. 19	Identification of Number of Provinces in Canada		
	1 - Correctly Identified	4(5)	6(8)
	2 - Incorrectly Identified	74(95)	72(92)
Var. 20	Identification of Provinces in Canada		
	0 - No Response/Don't Know	50(64)	53(68)
	1 - One Province Identified Correctly	18(24)	12(15)
	2 - Two Provinces Identified Correctly	3(4)	2(3)
	3 - Three " " "	1(1)	1(1)
	4 - Four " " "	1(1)	------
	5 - Five " " "	1(1)	4(5)
	6 - Six " " "	------	------
	7 - Seven " " "	------	------
	8 - Eight " " "	------	------
	9 - Nine to Ten Provinces Identified Correctly	4(5)	6(8)
Var. 21	Identification of Four Main Political Parties		
	1 - Correctly Identified	------	1(1)
	2 - Incorrectly Identified	78(100)	77(99)
Var. 22	Identification of Four Main Political Parties		
	0 - No Response/Don't Know	76(98)	76(98)
	1 - One Party Identified Correctly	1(1)	1(1)
	2 - Two Parties " "	------	------
	3 - Three " " "	1(1)	------
	4 - Four " " "	------	1(1)
Var. 23	Identification of Leader of Opposition Party		
	1 - Correctly Identified	2(3)	2(3)
	2 - Incorrectly Identified	76(97)	76(97)
Var. 24	Name of Capital City in Canada		
	1 - Correctly Identified	33(42)	37(47)
	2 - Incorrectly Identified	45(58)	41(53)
Var. 25	Identification of Capital City in Quebec		
	1 - Correctly Identified		24(31)
	2 - Incorrectly Identified		54(69)

		Marginals	
		Survey #1	Survey #2
Var. 26	Perception of Two Main Languages in Canada		
	1 - Correctly Identified	12(15)	32(41)
	2 - Incorrectly Identified	66(85)	46(59)
Var. 27	Perception of Two Main Languages in Canada		
	0 - No Response/Don't Know	7(9)	------
	1 - French & English	12(15)	32(41)
	2 - Eskimo & English	51(66)	39(50)
	3 - English Only	3(4)	1(1)
	4 - Eskimo Only	1(1)	------
	5 - Eskimo & French	4(5)	6(8)
Vars. 28 - 40	INTERNATIONAL INDICES		
Var. 28	Main World Problems		
	0 - No Response/Don't Know	27(35)	17(22)
	1 - Feel Unqualified to Answer	23(29)	23(29)
	2 - Only Local Problems Enumerated	9(12)	22(28)
	3 - Only National Problems Enumerated	------	1(1)
	4 - International Problems Eumerated	19(24)	15(20)
Var. 29	International Problems Enumerated		
	0 - Not Applicable	59(76)	63(81)
	1 - War/Violence	13(16)	13(17)
	2 - Poverty	------	1(1)
	3 - Racism	2(3)	------
	4 - Language Barriers	------	------
	5 - Population	------	------
	6 - Pollution	1(1)	------
	7 - Labour Disputes	1(1)	------
	8 - Inflation	2(3)	1(1)
Var. 30	International Problems Enumerated (If More Than One)		
	0 - Not Applicable	66(85)	75(97)
	1 - War/Violence	11(14)	1(1)
	2 - Poverty	------	1(1)
	3 - Inflation	1(1)	1(1)
Var. 31	Possibility of Solving International Problems?		
	0 - Not Applicable	59(76)	63(81)
	1 - No Response/Don't Know	16(20)	11(14)
	2 - Affirmative Response	2(3)	3(4)
	3 - Negative Response	1(1)	1(1)
Var. 32	Best Way to Solve International Problems		
	0 - Not Applicable/Don't Know	75(96)	74(95)
	1 - Solutions Proposed	2(3)	3(4)
	2 - No Solutions Proposed	1(1)	1(1)

		Marginals	
		Survey #1	Survey #2
Var. 33	Perception of Most Important International Person		
	0 - No Response/Don't Know		35(45)
	1 - Local Leaders Identified		14(18)
	2 - National Leaders Identified		4(5)
	3 - Leaders Other Than Canadian Identified		25(32)
Var. 34	Most NB International Person (Names Submitted)		
	0 - Not Applicable		35(45)
	1 - God		5(6)
	2 - Trudeau		4(5)
	3 - Nixon		4(5)
	4 - Queen Elizabeth		16(21)
	5 - Family Members		1(1)
	6 - Local Administrators		6(7)
	7 - Charly Watt (President of Northern Quebec Inuit Association)		7(9)
Var. 35	Identification of Countries Where Fighting or War Occurred During Past Year		
	0 - No Response/Don't Know	41(53)	38(49)
	1 - One Country Named	36(46)	37(47)
	2 - Two Countries Named	1(1)	3(4)
	3 - Three Countries Named	------	------
Var. 36	Identification of Countries Where Fighting or War Occurred During Past Year (Specific)		
	0 - Not Applicable	41(53)	38(49)
	1 - Vietnam	36(46)	32(41)
	2 - Mid-East (Israel & Arab Nations)	------	5(6)
	3 - Vietnam & Mid-East	1(1)	3(4)
Var. 37	Most Important International Source		
	0 - Not Applicable		2(3)
	1 - Neighbours		5(6)
	2 - Radio		67(86)
	3 - Family		------
	4 - Church		1(1)
	5 - Movies		------
	6 - Newspapers - Magazines		2(3)
	7 - Teacher(s)		------
	8 - Government Worker(s)		1(1)
Var. 38	Most Important International Source		
	0 - Not Applicable		76(97)
	1 - Store		2(3)
	2 - Association(s)		------
	3 - Code-a-Phone		------

		Marginals	
		Survey #1	Survey #2
Var. 39	Most Trustworthy International Source		
	0 - Not Applicable		3(4)
	1 - Neighbours		5(6)
	2 - Radio		68(87)
	3 - Family		------
	4 - Church		1(1)
	5 - Movies		------
	6 - Newspapers - Magazines		------
	7 - Teacher(s)		1(1)
	8 - Government Worker(s)		------
Var. 40	Most Trustworthy International Source		
	0 - Not Applicable		75(96)
	1 - Store		1(1)
	2 - Association(s)		2(3)
	3 - Code-a-Phone		------
Vars. 41 - 49	NATIONAL INDICES		
Var. 41	Perception of Main Problems in Canada		
	0 - No Response	19(24)	35(45)
	1 - Only Local Problems Enumerated	41(53)	20(26)
	2 - National Problems Identified	18(23)	23(29)
Var. 42	Main Problems in Canada (Perceptions Submitted)		
	0 - Not Applicable	60(77)	55(71)
	1 - Inflation	7(9)	9(12)
	2 - Unemployment	3(4)	2(3)
	3 - Cultural or Constitutional (Native Rights)	5(6)	7(9)
	4 - Immigration	------	------
	5 - Pollution	1(1)	------
	6 - Housing	------	------
	7 - Moral Degeneration	------	1(1)
	8 - Better Communication Between North & South	2(3)	1(1)
	9 - Crime	------	3(4)
Var. 43	Best Way to Solve Canadian Problems		
	0 - Not Applicable	60(77)	55(71)
	1 - Solutions Proposed	3(4)	15(19)
	2 - No Solutions Proposed	15(19)	8(10)
Var. 44	Solutions Proposed to Canadian Problems		
	0 - Not Applicable	75(96)	63(80)
	1 - Government Initiative (Federal)	------	9(12)
	2 - Cooperation Among People	2(3)	3(4)
	3 - Police Action	------	2(3)
	4 - Increased Efforts by QNIA	1(1)	1(1)
Var. 45	Most Important Canadian Person		
	0 - Family Member	70(90)	46(60)
	1 - Trudeau	6(8)	15(19)
	2 - God	------	1(1)
	3 - Robert Bourassa	2(2)	1(1)
	4 - Charlie Watt	------	15(19)

		Marginals	
		Survey #1	Survey #2
Var. 46	Most Important National Source		
	0 - Not Applicable		4(5)
	1 - Neighbours		6(8)
	2 - Radio		61(78)
	3 - Family		1(1)
	4 - Church		3(4)
	5 - Movies		------
	6 - Newspapers - Magazines		1(1)
	7 - Teacher(s)		------
	8 - Government Worker(s)		------
Var. 47	Most Important National Source		
	0 - Not Applicable		75(96)
	1 - Store		------
	2 - Association(s)		3(4)
	3 - Code-a-Phone		------
Var. 48	Most Trustworthy National Source		
	0 - Not Applicable		3(4)
	1 - Neighbours		6(8)
	2 - Radio		63(81)
	3 - Family		1(1)
	4 - Church		3(4)
	5 - Movies		------
	6 - Newspapers - Magazines		1(1)
	7 - Teacher(s)		------
	8 - Government Worker(s)		1(1)
Var. 49	Most Trustworthy National Source		
	0 - Not Applicable		75(96)
	1 - Store		------
	2 - Association(s)		3(4)
	3 - Code-a-Phone		------
Vars. 50 - 58	COMMUNITY INDICES		
Var. 50	Perception of Main Problems in Community		
	0 - No Response	8(10)	------
	1 - Alcoholism	32(41)	69(88)
	2 - Employment	15(19)	4(5)
	3 - Economic Disparity (Native/Euro-Canadian)	3(4)	2(3)
	4 - Sickness	------	------
	5 - Litter & Garbage in Streets	------	1(1)
	6 - Poor Housing	3(4)	------
	7 - Forgetting of Old Way of Life	3(4)	2(3)
	8 - Inflation	------	------
	9 - Dominance of South in James Bay Project	14(18)	------

		Marginals	
		Survey #1	Survey #2
Var. 51	Main Problems in Community (More Than One Given)		
	0 - Not Applicable	70(89)	57(73)
	1 - Alcoholism	2(3)	1(1)
	2 - Employment	3(4)	4(5)
	3 - Economic Disparity (Native/Euro-Canadian)	------	3(4)
	4 - Sanitation Facilities	------	2(3)
	5 - Poor Housing	------	1(1)
	6 - Forgetting of Old Way of Life	3(4)	7(9)
	7 - Inflation	------	1(1)
	8 - Vadalism	------	2(3)
Var. 52	Best Way to Solve Community Problems		
	0 - Not Applicable	8(10)	-----
	1 - Solutions Proposed	44(56)	41(53)
	2 - No Solutions Proposed	26(34)	37(47)
Var. 53	Best Way to Solve Community Problems		
	0 - Not Applicable	34(44)	37(47)
	1 - Through Government Initiative (Federal)	11(14)	5(6)
	2 - Through Collective Native Initiative	16(21)	13(17)
	3 - Through Individual Initiative	1(1)	10(13)
	4 - Close Liquor Outlets	7(9)	4(5)
	5 - Education on Effects of Alcohol	6(7)	9(12)
	6 - Preserve Traditional Cultural Values	3(4)	------
Var. 54	Best Ways to Solve Community Problems		
	0 - Not Applicable	70(89)	64(82)
	1 - Through Government Initiative (Federal)	------	4(5)
	2 - Through Collective Native Initiative	------	5(6)
	3 - Through Individual Initiative	1(1)	------
	4 - Close Liquor Outlets	2(3)	1(1)
	5 - Education on Effects of Alcohol	2(3)	------
	6 - Preserve Traditional Cultural Values	3(4)	4(5)
Var. 55	Most Important Community Source		
	0 - Not Applicable		32(41)
	1 - Neighbours		40(51)
	2 - Radio		
	3 - Family		2(3)
	4 - Church		4(5)
	5 - Movies		------
	6 - Newspapers - Magazines		------
	7 - Teacher(s)		------
	8 - Government Worker(s)		------
Var. 56	Most Important Community Source		
	0 - Not Applicable		46(59)
	1 - Store		------
	2 - Association(s)		15(19)
	3 - Code-a-Phone		17(22)

		Marginals	
		Survey #1	Survey #2
Var. 57	Most Trustworthy Community Source		
	0 - Not Applicable		33(42)
	1 - Neighbours		37(47)
	2 - Radio		------
	3 - Family		3(4)
	4 - Church		5(6)
	5 - Movies		------
	6 - Newspapers - Magazines		------
	7 - Teacher(s)		------
	8 - Government Worker(s)		------
Var. 58	Most Trustworthy Community Source		
	0 - Not Applicable		45(58)
	1 - Store		------
	2 - Association(s)		16(21)
	3 - Code-a-Phone		17(22)
Vars. 59 - 76	SOCIAL/PSYCHOLOGICAL INDICES		
Var. 59	Most Interesting Job for Respondents to Have		
	1 - No Idea	23(30)	15(19)
	2 - No Change from Present Role or Lateral Mobility Orientation	51(65)	59(76)
	3 - Vertical Mobility Orientation	4(5)	4(5)
Var. 60	Most Interesting Job for Son(s) to Have		
	1 - Not Applicable (No Sons in Household)	14(17)	14(17)
	2 - No Idea (Anything They Can or Want to Do)	55(71)	50(64)
	3 - Lateral Mobility (From Head of Household)	6(8)	6(8)
	4 - Vertical Mobility (From Head of Household)	3(4)	8(10)
Var. 61	Most Interesting Job for Son(s) to Have		
	0 - Not Applicable	69(88)	64(82)
	1 - Local Community Identity	6(8)	6(8)
	2 - National or Southern Canadian Identity	3(4)	8(10)
Var. 62	Most Interesting Job for Son(s) to Have (OCCUPATIONAL CATEGORY)		
	0 - Not Applicable		14(17)
	1 - No Specific Role Mentioned		50(65)
	2 - Blue Collar		6(8)
	3 - White Collar		1(1)
	4 - Professional		7(9)
Var. 63	Most Interesting Job for Son(s) to Have (OCCUPATIONAL CATEGORY)		
	0 - Not Applicable		64(83)
	1 - Professional		3(4)
	2 - Semi-Professional		4(5)
	3 - Proprietary & Managerial		------
	4 - Clerical & Sales		1(1)
	5 - Skilled Trades		4(5)
	6 - Semi-Skilled Trades		2(2)
	7 - Unskilled (General Labour)		------

		Marginals	
		Survey #1	Survey #2
Var. 64	Most Interesting Job for Son(s) to Have (OCCUPATION - SPECIFIC)		
	0 - Not Applicable		64(83)
	1 - Teacher		1(1)
	2 - Medical Doctor		1(1)
	3 - Engineer		1(1)
	4 - Pilot		4(5)
	5 - Clerk		1(1)
	6 - Mechanic		2(3)
	7 - Truck Driver		2(3)
	8 - Heavy Equipment Operator		1(1)
	9 - Carpenter		1(1)
Var. 65	Most Interesing Job for Daughter(s) to Have		
	1 - Not Applicable (No Daughters in Household)	21(27)	21(27)
	2 - No Idea (Anything They Can or Want to Do)	49(62)	48(62)
	3 - Lateral Mobility (In Relation to Mother)	6(8)	4(5)
	4 - Vertical Mobility (In Relation to Mother)	2(3)	5(6)
Var. 66	Most Interesting Job for Daughter(s) to Have		
	0 - Not Applicable	70(90)	69(89)
	1 - Local Community Identity	6(7)	4(5)
	2 - National or Southern Canadian Identity	2(3)	5(6)
Var. 67	Most Interesting Job for Daughter(s) to Have (OCCUPATIONAL CATEGORY)		
	0 - Not Applicable		21(27)
	1 - No Specific Role Mentioned		48(62)
	2 - Blue Collar		4(5)
	3 - White Collar		2(2)
	4 - Professional		3(4)
Var. 68	Most Interesting Job for Daughter(s) to Have (OCCUPATIONAL CATEGORY)		
	0 - Not Applicable		69(89)
	1 - Professional		---
	2 - Semi-Professional		3(4)
	3 - Proprietary & Managerial		---
	4 - Clerical & Sales		2(2)
	5 - Skilled Trades		---
	6 - Semi-Skilled Trades		---
	7 - Unskilled (General Labour)		4(5)
Var. 69	Most Interesting Job for Daughter(s) to Have (OCCUPATION - SPECIFIC)		
	0 - Not Applicable		69(89)
	1 - Nurse		3(4)
	2 - Secretary		2(2)
	3 - Housewife		3(4)
	4 - Cleaning Lady		1(1)

		Marginals	
		Survey #1	Survey #2
Var. 70	Rating of Inuit With Southern Way of Life		
	0 - No Response/Don't Know	7(9)	6(8)
	1 - Better Than Southern Life Style	5(6)	9(12)
	2 - Worse Than Southern Life Style	2(3)	2(3)
	3 - No Better Nor Worse Than Southern Life Style	64(82)	60(77)
Var. 71	Rating of Inuit With Southern Life Style - Reasons For Better Than Southern Life Style		
	0 - Not Applicable	73(94)	69(89)
	1 - Attitude Toward Basic Values (Inuit Better)	5(6)	8(10)
	2 - Northern Environment Better	------	1(1)
Var. 72	Rating of Inuit Life Style - Reasons for Worse Than Southern Life Style		
	0 - Not Applicable	76(98)	76(98)
	1 - Poorer Living Conditions	1(1)	1(1)
	2 - Dependence on Welfare System	1(1)	1(1)
Var. 73	Rating of Inuit Life Style - Reasons for No Different Than Southern Life Style		
	0 - Not Applicable		18(23)
	1 - People Are The Same Everywhere (All Human Beings		60(77)
Var. 74	Ways in Which Life Might Be Changed If Opportunity Presented		
	1 - No Desire For Change in Life Style (Or Powerless to Change Life Style)	63(81)	64(82)
	2 - Change Desired	15(19)	14(18)
Var. 75	Ways in Which Life Might Be Changed		
	0 - Not Applicable	63(81)	64(82)
	1 - Change Desired But Not Specified	8(10)	5(7)
	2 - Better Living Conditions	1(1)	3(4)
	3 - Reduction of Alcoholism	------	1(1)
	4 - Reduction of Sickness in Community	------	1(1)
	5 - Return to Traditional Life Style	4(5)	4(5)
	6 - Assertion of Native Rights	2(3)	-----
Var. 76	Travel Aspirations		
	1 - No Where - Prefer to Remain At Home	21(27)	16(21)
	2 - Localized Arctic Travel (Other Northern Communities)	46(59)	49(63)
	3 - Southern Canada	10(13)	12(15)
	4 - Outside of Canada (United States)	1(1)	1(1)
	5 - Outside of North America (Europe, Asia)	------	------

		Marginals	
		Survey #1	Survey #2
Vars. 77 - 78	VOTING PATTERNS		
Var. 77	Did You Vote During The Last Federal Election?		
	1 - Yes	58(74)	36(46)
	2 - No	20(26)	42(54)
Var. 78	Main Source For Finding Out The Election Was Taking Place		
	0 - Can't Remember	9(12)	7(9)
	1 - Neighbours	21(27)	25(32)
	2 - Radio	34(44)	26(33)
	3 - Church	1(1)	------
	4 - Newspapers - Magazines	------	1(1)
	5 - Association Meetings	7(9)	5(7)
	6 - Political Candidates (Visit to Community)	------	------
	7 - Public Notices	------	12(16)
	8 - Political Pamphlets	6(7)	1(1)
	9 - Code-a-Phone	------	1(1)
Vars. 79 - 82	RADIO INDICES		
Var. 79	Do You Have A Radio In Your House?		
	1 - Yes	67(86)	68(87)
	2 - No	11(14)	10(13)
Var. 80	Number of Hours of Listening to Radio (Daily)		
	1 - One to Two Hours	16(21)	26(33)
	2 - Two to Three Hours	6(8)	31(40)
	3 - Three to Four Hours	3(4)	6(8)
	4 - Four to Five Hours	3(4)	------
	5 - Five to Six Hours	1(1)	------
	6 - Radio Left On All Day	2(3)	12(15)
	7 - Number of Hours Not Specified	47(60)	3(4)
Var. 81	Types of Radio Programs Listened To (1st Mention)		
	1 - Music	3(4)	-------
	2 - CBC Northern Service	75(96)	78(100)
Var. 82	Types of Radio Programs Listened To (2nd Mention)		
	0 - Not Applicable/Only One Type Mentioned	76(98)	68(87)
	1 - Music	1(1)	7(9)
	2 - Eskimo Myths & Legends	1(1)	3(4)
Var. 83	CINEMA INDICES		
Var. 83	Number of Times Per Week Attend Local Movie Theatre		
	1 - Don't Attend	31(40)	30(39)
	2 - Once or Less	31(40)	28(36)
	3 - Twice (i.e., As Often As Movie Changes)	16(20)	20(25)

		Marginals	
		Survey #1	Survey #2
Vars. 84 - 88	PRINT MEDIA INDICES		
Var. 84	Do You Read Any Newspapers or Magazines?		
	1 - Negative Response	63(81)	41(53)
	2 - Yes - Inuit Monthly (Or Occasional Eskimo Publications)	15(19)	28(35)
	3 - Yes - Time Magazine	------	4(5)
	4 - Yes - English Newspapers (Montreal Star & Gazette)	------	3(4)
	5 - Yes - Both Inuit Monthly, Time Magazine & English Newspapers	------	2(3)
Var. 85	Reading of Inuit Monthly (How Often)		
	0 - Not Applicable	63(81)	48(62)
	1 - When Published	15(19)	19(24)
	2 - Occasionally Only	------	11(14)
Var. 86	Reading of English Magazines (Time)		
	0 - Not Applicable	78(100)	72(92)
	1 - Weekly	-------	2(3)
	2 - Occasionally Only	-------	4(5)
Var. 87	Reading of English Newspapers (Star, Gazette)		
	0 - Not Applicable	78(100)	73(93)
	1 - Whenever Available	-------	5(7)
Var. 88	Reading of Books or Bible (Which)		
	1 - Books	2(3)	3(4)
	2 - Bible	54(69)	49(63)
	3 - Both	8(10)	21(27)
	4 - Don't Read Either	14(18)	5(6)
Var. 89	LEISURE TIME ACTIVITIES		
Var. 89	When You Are Not Working Or Hunting, Which of The Following do You do Most Often?		
	1 - Read Books/Bible		23(30)
	2 - Read Newspapers or Magazines		5(6)
	3 - Listen to the Radio		33(42)
	4 - Engage in Arts/Crafts or Hobbies		11(15)
	5 - Other - Visit Neighbours		6(7)